

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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VOL. XCIV

NEW YORK, MARCH 16, 1916

No. 11

Epilogue

Friends, the tale is ended.

One by one, each of our characters—the States of the Union—has been woven into the tapestry of our story. We have endeavored, fairly and honestly, to show the part of accomplishment or of promise that each State occupies in our national business fabric.

Sitting behind the loom, passing the shuttle of fact through the warp of romance and adventure, we often wondered what design we were weaving into our Story of the States, what it would look like as a whole, for we were pioneers. There was no pattern to go by, no answer in the back of the book.

Now that our task is finished, we are aware that it was a mammoth undertaking. We suspected its proportions when we approached it. We presumed we took the full measure of the difficulties we were to encounter. But, like boys "ranging the wood to start a hare," we uncovered a whole menagerie of bears.

In some quarters we have been accused of certain sins of commission and of omission. From every direction we are assured that we have done a fine, big job in a fine, big way.

It is only natural that partisan and patriot have risen to defend and to extend the things which we have stated of their commonwealths. We confess freely that few of the chapters are all



(The Ayer & Son advertisement is continued on page 99)

THE MARK OF
GOOD CAR CARD
AND POSTER ART



LOOK FOR THIS
SYMBOL IN SUBWAY
ELEVATED AND
SURFACE CARS



ARTEMAS WARD
TRADING AS WARD & GOW
50 UNION SQUARE
NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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No. 11

Salesmen Are "Humans," Not Machines

Successful Director of Men Discusses Elusive Physical and Mental Characteristics of Men Who Make Good

By Paul Findlay

ONE sales manager of wide experience handles a force of 150 to 160 men whose salaries range from \$1,200 to \$12,000 a year. And the business is highly specialized. During the past two and a half years his actual losses sustained through the picking of "lemons" have footed up a total of \$5,285, or less than three-tenths of one per cent on his total expenditure of \$1,875,000 for salaries and expenses. Additional losses, resulting from men who have not completely made good; who have earned for the company a gross sum equal to their cost, but have not produced any net revenue, have footed up \$65,000. As this record shows that \$1,804,715, or more than ninety-six per cent of the total, has been invested profitably, it seems that this man's views are worthy of some attention.

Talking with me regarding the methods he employs, he said:

"Doubtless science can and will evolve a better system than we are using now for the selection of salesmen, and I am willing to learn; but up to date I have found nothing to take the place of personal, individual selection based on the judgment of the manager. For example, let me say that physical stamina is a prime requisite in the salesman who is to be successful, and how can we judge that except by certain tests of the man's endurance under strain? Primarily, every-

body buys what he does not want because he has not the courage to turn the seller down. The assault is too vigorous. He just caves in before it—if the salesman is made right. We are fond of saying that a certain man has 'punch.' How can a man deliver a telling punch if he is deficient in physical stamina?

"The most vital thing to any man is himself. Hence, the man who is most fixedly and doggedly selfish is the man who pursues a job the hardest; because a job means money, and money is success, and success means most to *self*. So deeply rooted are my convictions that primeval self is the controlling factor in most men that I somehow fear for the success of the educated and refined man, because he is so apt to have lost much of the native, innate punch. The refined man is too apt to think of others, too liable to have had a big proportion of the selfishness worked out of him. For this reason, I never look for college graduates. I prefer to have somebody else prove them up first.

INTENSE DESIRE FOR THE JOB OFTEN PREVAILS

"The man who really *wants* the job can be distinguished from him who merely thinks he would like it by the patience with which he will fill out an application. He will answer any kind of questions, even the most searching.

The man who chafes and 'gets on his dignity' as soon as you ask him too intimate questions does not really want the job. And if he will neither persevere nor fight for the job, what chance is there that he will fight for orders, or follow leads with the persistency necessary to land the contracts? Where is his chance with the hard prospect? Following out this theory, I make an applicant *sell me* through sheer courage and strength—I want him selfish, intensely selfish—I want him to *fight* for that job.

"Every man looking for a job under me has his work cut out for him. If he carries a job out of the office with him, he has earned it. For example, I was in our Baltimore office a short time since and the girl brought in a card, saying the man was waiting outside—had come up from Atlanta, because he got wind of a vacancy thereabouts. I told the girl to say that I needed nobody and was about to jump a train for New York. But she came back saying he just must see me. That went on for a few minutes more, the girl trotting back and forth between us, and then I let him in.

"Now, it is hard to do what I did, for I like men and I hate to be rough with them, especially when they show spirit; but buyers are apt to be 'some careless' of salesmen's feelings, and I know my boys must face rebuffs and discourtesy in their work—else how can they succeed? Therefore, this is my system. So when this man came in I was hustling through the signing of some letters and looked up at him with a kind of snarl—'Well—what do you want?' He was just as nice and patient in telling me he had come all the way from Atlanta as if I had handed him a cigar. 'From Atlanta?' I asked. 'You sure have got a nerve to run clear up here, spending \$35 or \$40 on a chance like that. Seems to me you'd be better waiting until you had a show. There's not the ghost of a chance here now—I am laying off men.' While snarling out this kind of talk I had been looking

over letters, not only those I was signing but some that were lying on the desk—treating the man as discourteously as possible. But no use, he smiles at me and comes back persistently with talk that shows he knows something about my difficulties in the Atlanta region. He caps it by saying: 'Well, now, Mr. Morse, I'll tell you what I can do that will interest you. I can get you into Birmingham *right*—and you know you are not there now.' See? He's stuck like a bulldog and now plays his trump card just at the right moment. My trial is done. I am sold on that man so completely that I am ready to take a chance on him. I am sure that he can make good, for he has made good *selling me*.

GRANTS FULL CONFIDENCE

"Now, after I have agreed to take on a man, I am *for* him as hard as can be. I am from the West, and we do not go much on 'records, references or ancestry' out there, so he is really stronger with me if he does not try to work anything of that sort on me. I tell him that I am not much interested in his record. I only know that he has sold himself to me. He may have fallen down elsewhere—I have even hired men against warnings intended to be friendly. Sometimes I wonder whether my treatment, my full confidence, has made real men of them or has shamed them into being square with me; but I only know that they have made good for me and the company. So the minute I hire a man I ask him how much money he wants—what advance for immediate expenses and what salary he expects. Often he hesitates and wants me to fix the price; but I tell him I do not know what he is worth—'You know better than I what you can earn, and I want to start you without any handicap.' So he names his own figure—and I pay it, so long as it is within reason. Then my parting word is: 'Now remember that you are your own master. You can go and come as you like. You will have nobody watching or checking you up

A. B. C. Audit Sent Upon Request

FROM
SEP. 29
1915**American Buyers**TO
MAR. 10
1916

representing in

Capital more than \$12,000,000,000.00

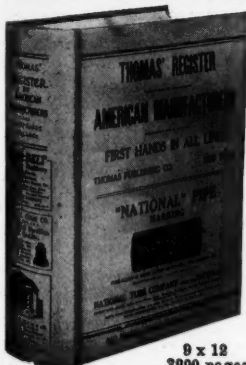
(Averaging more than \$2,000,000.00 each)

BOUGHT MORE THAN 4,500 COPIES OF THIS REGISTER**FOR USE AS THEIR PURCHASING GUIDE**

Measured by their Purchasing Power as indicated by Capital, a clientele unequalled by that of any other publication. It is bought and used primarily as a Purchasing Guide to a greater extent than all other publications of all kinds combined.

THEY RARELY USE ANYTHING ELSE**TO FIND SOURCES OF SUPPLY**

They pay \$10.00 to \$15.00, especially to save the time and trouble of searching elsewhere. The omission of your advertising matter from this register means missing the attention of this Twelve Billion Dollar aggregation of buyers at the time that you most want their attention, i. e., the time when they are looking for your goods.

OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS9 x 12
3200 pages

300,000 Names, \$15.00

It instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from \$500 to \$1,000,000. It instantly shows who makes any special brand or trade name. Many other valuable features.

We aim to list every manufacturer free of charge and regardless of patronage. At reasonable rates we publish, in addition to the name, descriptive matter, extracts from catalogues, circulars, etc. Such matter printed under appropriate classifications in this work, is PERMANENTLY RECORDED in thousands of places where buyers look, and will be read by the RIGHT PEOPLE at the RIGHT TIME, i. e., Large Buyers, at the time when they want to buy. It attracts first attention, and furnishes the Buyer detailed information that he wants but cannot get from simply the name of the manufacturer. It costs less than to mail a one-cent circular to each user of the Register.

1271 American Manufacturers published such matter in the 1915 Edition.

INFORMATION HEADQUARTERS FOR LARGE BUYERS**Thomas Publishing Company, 134 Lafayette Street, New York**BOSTON:
Allston StationPHILADELPHIA:
Land Title Bldg.CHICAGO:
20 W. Jackson Blvd.SAN FRANCISCO:
311 Cal. St.LONDON:
24 Railway Approach

Your expenses will pass without question, unless they are simply preposterous. You are going to be treated like a gentleman—and it is up to you to act accordingly. If you produce, you can have anything you want. If you get sick, go home and get well—we'll stay by you. But if you are well and on the job and do not produce—remember that thirty days without business is the limit—you are then automatically fired, and there will be no appeal. As I say, I do not care much where you may have failed hitherto. I do feel that you must have come at least part way up again or you would not have come here this afternoon and landed this job.

"You see, a man may be unkempt, ragged, even dirty and yet have about him a native persuasiveness, a native kindliness if you will, which somehow gets to you. Another quality is shrewdness that is inborn. One of this kind came to me some months ago, and my first impression was very poor indeed; but not only did he get me by exercising the influences I have described, but he had been with one house nine years. I concluded that he must have something in him to have held down one job for so long. So, in spite of appearances, I took him on—and he made good.

TACTFUL ENCOURAGEMENT WHEN THE "BLUES" COME

"One human point about salesmen is that they most humanly get in the 'dumps' from time to time. This is the most normal, logical thing in the world, too; just as normal as becoming tired out through work. And the work of the traveling salesman is marked by this radical difference from that of the store or house salesman, or the office man: That his job involves digging out the prospects and then doing all the work of preparation which must necessarily precede the sale. Hence, the traveling man must constantly radiate energy in contest; and, no matter whether the contest be successful or not, there is an inevitable reaction. So the 'dumps' attack him occasionally,

perhaps fully as frequently if he is successful as if things are going against him.

"It is the principal job of the sales manager to keep his salesmen in the right mental attitude—and that cannot be done by means of letters. I almost live on Pullman cars, because I want to rub up against my boys personally all the time. Now, just think of the folly of trying to get to a man by letter on any matter so intimately temperamental as the 'dumps'! Why, the very crux of the treatment must be personal contact, radiating into that man what has been radiated out of him steadily, perhaps for weeks, between charges.

"I was on the Gulf lately and passed an afternoon visiting a wireless station. The operator was trying to pick up a call and I noticed that he was manipulating about eleven different buttons to get into tune with the sender. Finally, he hit the key and got the message. He was now in *wireless harmony*, so everything was easy and mutual understanding followed naturally. Then I got thinking about how we try to operate on the wonderfully sensitive human machine, we being human machines ourselves, each made under a different system and each the product of a different factory—everlastingly bucking our tasks through the circumambient ether with utter disregard of the inharmonious jangle of different temperaments, making no adequate effort to get into mutual tune! Our practice seems rather foolish and bullheaded when you think of it that way, does it not? Here's a case in point:

"The average salesman is not a money-maker; that is, he may get the money, and good money, too; but he does not save any. He begins as a young, unmarried man; is successful; 'draws down' a good salary; puts up at good hotels; treats himself quite decently all round—and saves not a cent of his income. Then one day he gets married. The preliminary discussions have led both to believe that to live within his



THIS trademark identifies a varied line of cement and waterproofing products.

The advertising of the Sandusky Portland Cement Company, manufacturers of Medusa products is being handled by the H. K. McCann Company.

Our book, "We Have a Man Who Knows," shows some work we are doing for other companies and describes our methods of operation. We shall be glad to send you a copy.

The H. K. McCANN COMPANY
NEW YORK CLEVELAND TORONTO
SAN FRANCISCO

*NEW YORK office at
Sixty-one Broadway*



income will be 'just nuts'—there is a clear vista of unadulterated happiness in purview. But somehow, it doesn't work out just that way.

"You see, up to the time of marriage the girl has managed to keep herself fairly well patched up. Maybe she has been working within an income which made this necessary; and maybe it was just because she was so blessedly busy that she did not have time for much introspection. But now she has a home of her own, a fine fellow providing for her and time hangs so heavily on her hands that all sorts of things crop up which need repairs. Her teeth go wrong, and she spends hours at the dentist's; her eyes 'begin to bother,' and the oculist comes in for his share; her appendix kicks up, and it's the hospital for some weeks, all 'incidentals' being lavishly provided by the devoted husband. Babies sometimes come along, too; and they are the most persistent expense of all. And so it happens that Harry has his hands full, month after month, trying to get even. He stands it nobly for a while: calls it a run of hard-luck and bucks valiantly to win out. But he cannot help being pretty conscious of his income, and soon every deal he puts over assumes enlarged proportions of value—to 'the Company.' This ingrowing sort of discontent cuts deeper all the time. Then comes a day when he goes home with his \$300 check, thinking that anyway Nan and he will be able to take in one or two good shows and 'forget it' for a while—and he finds a bunch of bills and gentle duns which total several dollars more than he will be able to gather for many months and which call for the immediate disbursement of \$296.

"At this point he sits down and writes the home office a letter wherein he conveys his kick pretty plainly. It is such a letter as might hoist him out of a job if his sales manager did not understand him a little better than he understands himself. But the sales manager, being a philoso-

pher, realizes that Harry has a kick coming all right. He has been handed a pretty raw deal—though not by the Company. He has been imposed on—but not by the Company. And it is up to the sales manager to realize the delicacy of the situation and save him—for the Company. For good men must be saved. They are too hard to get to be sacrificed without effort.

"And how does the sales manager propose to handle this case—the case of the man whose real trouble is a sweet, young, inexperienced wife who is 'all the world to him' and the 'finest girl that ever happened,' but who thinks it is the Company that is to blame? By charts? by forms? by rules? or by letters? Not on your life! Not on this fair, green earth! No: he may be some tired himself. He may have just come up from Arkansas where he has nursed and spurred another boy back to life and energy. He may face this new task with something between a sigh and a groan; but he realizes that there is just one thing to do. That is jump a sleeper and 'just happen' out to Butte *muecho pronto!*

SALES MANAGERS GO STALE

"Now, do you know that one of the chief failings of sales managers is that they tend to sort of outgrow sales arguments? The stuff is all old to them. Every 'approach' is familiar to repulsion. Every 'slant' is worn threadbare with repetition. So now this man travels three days toward Butte, knowing that when he gets there he must listen for hours, perhaps for days, to an old grind of which he is heartily sick. Well, this is just the danger-sign for that sales manager, and it will be well for his work if he realizes it in time. Why, on my last trip of that kind I got the—well, listen:

"When I arrived, I found what I expected—that Harry really wanted somebody to talk to. He wanted to sit down and get it all off his chest. He wanted to unbosom himself to one whom he felt would 'understand.' Most

What Makes Quality Circulation?

What is the best indication of a publication's value to you and your business?

It isn't subscription price, nor typographical appearance, nor age, nor method of circulation. These things are important, but the thing you most want to know is—the *paper's hold upon its readers.*

Does it grip them?

That's the big question.

A paper's pulling power for you depends upon its pull upon the men and women who read it.

And that's the secret, the explanation, the reason why of the

Missouri Valley Farmer

It has reader-hold. It isn't a picture paper; it isn't a magazine; it isn't "the only" farm paper—but in more than 500,000 farm homes in the Corn Belt, it is regarded as an every-day help in all the duties of farm life and farm work. Its subscription price is only 25 cents a year—but it sells motor cars and farm tractors and pianos and good wearing apparel and everything else that the progressive farmer and his family use. It sells goods because its readers *believe* in it—because they have found it of practical every-day help to them.

If you know the farmer, a study of the contents of the *Missouri Valley Farmer* will convince you of its hold upon its readers.

And that's what you're looking for.

Arthur Capper, Publisher

Topeka, Kan., March 1, 1916.

MARCO MORROW, Director of Advertising.

Chicago Mollers Bldg.....J. C. Feeley	St. Louis, Chemical Bldg., C. H. Eldredge
New York, Flatiron Bldg..W. T. Laing	Omaha, 1st National Bank Bldg., J. T. Dunlap
Kansas City, Graphic Arts Bldg., R. W. Mitchell	Oklahoma City, Colcord Bldg., M. L. Crowther

fortunately, he had just landed a good contract with a big machinery house and, naturally, he felt proud of it. He started in to tell me how he had done it, while I, on my part, was ruminating about like this: 'O, mercy on my soul! Must I listen to all that routine dope again? Can't I work out of it, or cut it short some way?' And then an inspiration seemed to strike me. I turned to Harry and said:

"Fine! Bully boy! You must sure have made an effective canvass. It was a hard nut to crack and I want to know how it was done; so start at the beginning and tell me just what you said to that man—every word you put to him." Then I settled back and forced myself to concentrate as I listened to him.

"And can you think what happened? From that recital I got the very best canvass for machinery prospects I ever heard. I felt myself getting interested, following every phase and word of the argument, until, when he had finished and told me about the signature on the dotted line, I asked him with genuine and admiring interest: 'Why, Harry, where did you get that dope?' 'Out of the bulletins from the home office,' he replied—I had written it all myself! He had simply collated the papers so they ran in logical order as to subject-matter and in that way developed the best and strongest solicitation I had ever listened to from matter I almost had forgotten, because it was so mechanical to me. He had used it to such advantage because it was new to him and, because his presentation was so enthusiastic and fresh, it held my interest to the end.

"This incident taught me to value good arguments, no matter how 'old' they might seem to me. We are like actors in that we grow weary of the constant repetition of the same words and scenes; but we are very apt to do what actors know better than to do—slur over things of which we are tired but which our hearers find fresh, novel, interesting and convincing because unfamiliar to

them. I learned that the right position for the salesman is to be just about six inches in advance of his prospect; and for the sales manager to be just six inches ahead of the salesman. Neither must get too far ahead of his work.

"Now, as I said, I believe we shall improve our methods of handling men; but meantime I try to collect and utilize such occurrences as this on the theory that we might as well improve now. So I got Harry to gather up for me and arrange as he had it the entire machinery canvass. It is now reprinted in a separate pamphlet—bulletin-matter, notes, talks, reproduced testimonial letters and all—and is used as a standard solicitation by the entire force.

"See how comparatively easy it was for me to get close to Harry after that? I could not have done it in a thousand years by letter! But before the day was out, Harry had got the right focus on the general situation. He knew that Nan was all right; felt that misfortunes could not always be foreseen and henceforth would probably be largely behind him; and that the Company was all right, too. Oh, the human side of each man must be kept in mind!

"Figures must enter the handling of men—rigid, inflexible figures. Rules must be made and the flexibility thereof must be limited. Letters, bulletins, forms and instructions must not be lost sight of. Each has its use and I believe that they are steadily being improved in effectiveness. But never permit yourself to overlook the fact that salesmen are humans, not machines."

New Advertising Agency in Wall Street

E. Medley Scovil has opened an advertising agency in New York, under the firm name of Medley Scovil, Inc., and will specialize in financial advertising.

Mr. Scovil was formerly president of Doremus & Co., of the Wall Street Journal-Dow-Jones organization. He has also been in charge of the financial departments of several of the New York dailies, covering a period of nineteen years in Wall Street.

THE mother is won through the child—and the child is won through the mother. It is an endless chain, rarely broken. How many women of two generations are you winning through the pages of the magazine which half a million women consider the final authority on anything connected with their homes?

THE HOUSEWIFE

NEW YORK

Credit for Phoebe Snow

NEW YORK, March 7, 1916.

Editor of PRINTERS' INK:

Since I wrote the little skit on Lackawanna advertising which you ran in your issue of February 24, I find that it was matter not twice told, but hardly fully once told. In other words, Earnest Elmo Calkins did not succeed in getting into the story. He belongs there. For somewhere along in those dark days of the nineties Mr. Calkins came to the aid of Wendell P. Colton, then advertising manager of the Lackawanna, who had been instrumental in bringing the young lady who never grows old and who always wears white to the attention of the public. He recognized the lyric and the metrical possibilities of the name Phoebe, and through his efforts Phoebe Snow she became.

To Mr. Calkins, then, who was sinned against by omission rather than by commission, this rather tardy recognition. He really does not need it—for he has progressed far beyond the lyric stage of advertising. Yet as a sponsor for the Phoebe Snow baptism he must share a part of the credit for her debut in the fanciful land of advertising.

Please give Mr. Calkins this credit.

EDWARD HUNGERFORD.

MR. HUNGERFORD'S letter illustrates very aptly how difficult it is to trace down and apportion the credit for any given idea—of an advertising nature or otherwise. The whole conception of the Lackawanna's now famous advertising seems to date back some fourteen or fifteen years, Mr. Colton, then advertising manager, undertook to advertise the road in verse, but he found it almost impossible to get any rhyme for Lackawanna, so he invented the catch-phrase "Road of Anthracite." He also got the idea of a girl, to be dressed entirely in white, whose gown would be spotless after a trip over the road. Many of the first series of advertisements were written by Mr. Colton himself and were of an exceedingly catchy nature.

Later Mr. Calkins invented the name Phoebe Snow and wrote additional verses in a shorter metre and still catchier form, which has now become the standardized advertising of the road. So we find that Mr. Calkins deserves credit. Mr. Colton deserves credit, and perhaps the artist who drew the original pictures. And while we are attempting to apportion the credit, perhaps a share of it also

may be given to Mother Goose, which carries the question out of the domain of PRINTERS' INK into that of the antiquarians.

Many a successful advertising idea can trace its history through similar tortuous and mysterious paths.

[Ed. PRINTERS' INK.]

Irwin Leaves Eaton, Crane & Pike Company

J. M. Irwin, who has been associated with the advertising department of the Eaton, Crane & Pike Company, Pittsfield, Mass., for the past year and a half, and formerly of the advertising department of the Russell-Miller Milling Company, of Minneapolis, Minn., has resigned to go with The D. M. Read Company, a Bridgeport, Conn., department store.

Eskholme Wade, for several years in journalistic work abroad, five years editor of the international edition of *System* and more recently with the editorial staff of PRINTERS' INK, has joined the advertising force of Eaton, Crane & Pike.

Rightor With Gamse & Bro., Baltimore

W. F. Rightor, formerly sales manager of the San Antonio Drug Company, San Antonio, Texas, is now connected with H. Gamse & Bro., Baltimore, Md., as sales and advertising manager.

Lickleder Leaves Missouri Pacific

Joseph Lickleder, assistant advertising manager of the Missouri Pacific-Iron Mountain Systems, St. Louis, has resigned to become advertising manager of the Campbell Paint Company, St. Louis.

T. H. Nixon Transferred to Chicago

T. H. Nixon, for the past year and a half Detroit representative of the *American Motorist*, has been transferred to the Chicago territory. Frank Gilmore has succeeded him in Detroit.

The Adcraft Club, of Detroit, has voted to withdraw from the Advertising Affiliation, which formerly embraced the Detroit, Cleveland, Buffalo and Rochester clubs.

John G. Riordon, vice-president of the Mail Printing Company, Toronto, Ont., publisher of the *Mail and Empire*, died March 7, aged 51 years.



11 EAST 36TH STREET
NEW YORK

AN IMPOSING
*list of New York
shops which are too
widely known to
be called local
institutions are
clients of the
CHELTENHAM
Advertising Agency*

LARDNER RING W.



leaped to fame by inventing a new brand of humor. He made literature of illiteracy, by the simple process of making it human. He is probably the most sought-after and the most highly-paid humorist in the United States to-day.

FOX FONTAINE



is the ideal running-mate for Mr. Lardner. His pictures get their laughs by caricaturing real people, not by portraying the foibles of impossible characters.

*The best humorous
series in 1915 was
written by Ring
W. Lardner and
illustrated by
F. Fox and published
in*

THE RED BOOK MAGAZINE

*The first of their new
series appears in
the April, 1916, issue.*

Today's Brass Tacks Talks

Libby, McNeill & Libby use a large list of general magazines, but only a few are women's publications. In the small-town field Today's is employed exclusively. While we believe a larger list of women's magazines would be justifiable we cannot but appreciate the compliment paid Today's Magazine. It is difficult for a publicity advertiser to judge mediums by direct returns; they are gratified, however, with the interest awakened by the two women's publications added to their list this year.

Frank W. Myer

Libby's

Initiative — Interest — Enthusiasm, How They Were Once Developed

Management Instead of Bossing Helped to Keep Strong Temperaments
from Clashing

By Charles Austin Bates

[EDITORIAL NOTE: It is doubtful if any other organization in the advertising business ever included at one time such a galaxy of "comers" as did the old Charles Austin Bates agency. No less than twelve different concerns have been founded by men who received their early training under the writer of this article. Most of the men Mr. Bates refers to are well known to the present generation of advertising men, though it is doubtful if many knew that they were once all members of a single organization. If it were possible to put them all back together to-day, what an organization it would be! And what a Superman it would take to manage it!]

THE other evening at a Sphinx Club dinner I met George Ethridge, and a comparison of rapidly increasing gray hair led to counting the number of years since we were together in the old Vanderbilt Building.

Among other things, he said: "That was certainly a remarkable organization you had, and I don't believe any other man alive could have kept together, in peace and harmony, so many strong and utterly different personalities."

Whether or not the compliment is deserved, we certainly did have an organization of remarkable ability, the conclusive proof of which is furnished by what its individual members have since accomplished.

At one time we had with us Earnest Elmo Calkins, Ralph Holden, LeRoy Fairman (alias "Colonel Bill"), who could smoke more tobacco and exude more words in the same length of time than any other man I ever knew—and good words at that; Frank E. Morrison, Joseph Gray Kitchell, Ben Hampton, Jesse Hampton, Spencer Welton (now vice-president and general manager of the Rutherford Rubber Company, and in a fair way to eclipse all the rest in ultimate achievement); G. H. E. Hawkins, Marshall Cushing, B. E. Chappelow, Charles Henry Brown, Herbert

Mildrum, James Albert Wales, J. T. H. Mitchell, E. E. Vreeland, Fred Elder, Samuel M. Crombie, and, among the several stars in Mr. Ethridge's department, Henry W. Bruns, and a good-looking young man named Farrell, who endeared himself to all of us by making the most beautiful possible pictures of the most beautiful girls in the world. There were others who have since done good work, but these are the ones that I most readily recall.

They really did represent about as widely different types as it is possible to conceive, but we all had a few things in common—chief among them were youth, enthusiasm, and an intensely earnest interest in the work. We did good work, lots of it, and had a bully good time doing it. I do not now remember any quarrels, jealousies, grouches, or internal disturbances of any kind except an occasional agitation of the atmosphere when Calkins and Ethridge could not quite agree upon what was most truly artistic.

MEN "SOLD" THEMSELVES TO BATES

I have been asked before, how I ever got this aggregation together, and how I held it together afterward. I don't recall that there was any particular system about it. The main thing was that we all liked the kind of work we were doing, and, barring temperamental differences, I guess that we all liked each other pretty well.

The hiring was usually a matter of natural selection—that is, the man who wanted the job selected me, and came in and told me about it.

I always figured that a man who had been reading my stuff in *PRINTERS' INK* and recognized its transcendent merit, had a com-

mendable degree of intelligence to start with. Furthermore, if he agreed with what I was writing we would be apt to get along together.

Mr. Calkins wrote me from Galesburg, Illinois, where he was, I think, doing society reporting, and writing a few ads on the side. Incidentally, he said, that he "could operate a typewriter, had some ability at sketching, and other minor accomplishments." I think it was the expression "minor accomplishments" that made me telegraph him to come on.

I first met LeRoy Fairman in a poker game, with Stephen Crane, Willis Hawkins, Howard Fielding, and some others, and it seemed to me that a man who so thoroughly understood the technique of the great American pastime was wasting his time in literature, and ought to be in the advertising business.

Ralph Holden was an assistant freight agent in Philadelphia. A five minutes' conversation convinced me that I wanted him in some capacity. It happened that he started out as a solicitor, but he would have made good as a writer just as well.

I do not believe there can be any very definite rules in the selection of men for various positions. Aside from those in which distinctly technical knowledge is required, I am a firm believer that any intelligent man can develop himself, or be developed, to a point where he will do better than average work in any line.

Not every man can become a star, but there are very few stars, anyway. If a man has an alert mind and a moderate amount of ambition there can always be found a way to enlist his interest, arouse his enthusiasm and stimulate his earnestness.

Personal reminiscences of this sort can be valuable only if they illustrate a definite idea in management. I have always preferred to develop a man rather than try to get one ready made. A finished product may be all right and yet not fit into the general scheme.

One man's ideas must be domi-

nant in any business that succeeds, but that doesn't mean that the dominance should be so strong as to stifle initiative. The successful manager is the one who encourages and develops initiative in his associates.

That is what I tried to do in the advertising business. When we took on a new man I spent a great deal of time convincing him of the correctness of a few general principles: (1) That the object of advertising was to sell goods—as directly and definitely as possible; (2) it should be written from the standpoint of the consumer—he should be told "why"; (3) publicity was a by-product—what we wanted was direct response that could be traced; (4) we were not dealing with anything intangible—we had real goods to sell to real people for real money, so we must get right down to brass tacks and stay there; (5) in the art department what we wanted was "smash"—the biggest, simplest, strongest design the space would carry and still leave room for words enough to tell our story.

Some men grasped these ideas more easily than others. Some had lived in cities and did not know the small-town and country mental attitude. Some from small towns were equally at sea with the city consumer.

SUCCESSFUL ADAPTATION TO EMPLOYEES

I tried to distribute the work to the men whose experience and mental slant was nearest like that of the prospective buyer. If I could sell the writer, he could sell the consumer. If I saw that he really didn't like the subject, I took the work away from him and gave it to someone else—or did it myself. Fortunately, in those exuberant days, I could enthuse about anything.

Criticism of the finished effort usually had to be administered under a strong anesthetic of tact. I found that if I blue-penciled one man's stuff his feelings were lacerated to an extent that killed his product for the whole day. I had to tell him: "This is bulky—just

Figures of special value to advertisers and agencies are contained in our annual certified circulation statement, out this week. If you have not received one, we will be glad to see that you do, on request.

It is interesting to note that, although Collier's rates were based on 700,000 circulation guaranteed, the average weekly circulation during 1915 was more than 840,000 — a clear bonus of over 140,000.

5¢ a copy
Collier's
THE NATIONAL WEEKLY

A classified ad in our February 16th issue amounting to 4 lines, costing \$14.00, has pulled over 500 inquiries.

This week, March 18th, read "SELLING AND SCIENCE," a business article, by RALPH STARR BUTLER.

right, and I'm sure it will make a hit—but there's just one little thing that occurs to me. Don't you think that maybe if you'd cut off the first two paragraphs and begin with the third you'd have a better starting punch?" or, "Here—how would this do?" etc., etc. Instruction could not be given as instruction or it would kill initiative, interest and enthusiasm.

The best efforts of another man were always secured by irritating him a little bit. I would drift casually into his room and say: "I have a very important piece of work here that I was going to ask you to do, but you seem too busy," or "You don't look quite chipper to-day and I'll hold it over till to-morrow—maybe I would better do it myself, anyway." And then I couldn't get that job out of his office except over his dead body. He wasn't busy, he wasn't tired, he *was* chipper, and he'd be dad blinked if he wouldn't show me that he could do the work better than I could ever dream of doing it.

Those were little tricks—little details, but I think they illustrate a point. If a manager wants the best from those who are working with him—he must be the adaptable one. It is his job to know them better than they know themselves. Anybody with the power can be a boss, but a boss never gets the results that a manager does.

When my business grew big, I put in a bunch of push-buttons, but I soon noticed a certain coldness when the boys answered a call—so I went to see them, or sent them an engraved invitation to come to see me at their convenience. It was always instantly convenient—courtesy and curiosity compelled promptness.

Altogether we were a fairly happy family—and nearly all of us cared more for the work we were doing than the money we made. Nearly everybody in the shop had his initial salary increased and doubled and quadrupled, and I don't remember now that anyone ever asked for a raise.

Possibly, if we had all thought

more of the money, and I had had a proper respect for booking and overhead and things like that—and hadn't tried to set the world on fire with a patent medicine—and hadn't built the Times Square Hotel, we might still all be together—whether to our mutual advantage deponent declines to surmise.

"Though This 'Be Madness, Yet There's Method In't."

THE UPSON-WALTON CO.

Established 1871

Cordage-Wire Rope

CLEVELAND, O., March 1, 1916.

Editor of PRINTERS' INK:

Your valued publication affords so much food for thought that I have formed the habit of taking each number to my home and reading it in my library, marking such articles as should be called to the attention of one or another of my staff. Many other jobbers and manufacturers would—and probably do—find it to their advantage to study it.

In your issue of February 10th, I found an article commenting upon suggestions of the Postmaster-General to add one cent to letters bearing such insufficient address as to require "Directory Service" on the part of distributing clerks.

That the sender of a letter should furnish plain and ample directions for finding the addressee is a matter which I constantly emphasize to our clerical force. Lack of this is a positive imposition upon the postal employees. The penalty properly should be visited upon the offender, whose lack of thoroughness causes the trouble.

When you consider, however, that a locally delivered or "drop letter" costs the Department no more than one-eighth to one-quarter of a cent for all service for which it receives two cents, our sympathy becomes somewhat diluted. The penalty is already laid and collected, not only upon the negligent but upon all the rest of us who post drop letters, however well addressed.

Permit me to suggest that the Postmaster-General be asked to turn about and offer a reward of, say, one cent to all who properly back their letters, and leave the careless ones to pay their two cents as they do now. Even at one cent the Government would make from 300 per cent to 800 per cent profit, which seems to me a round figure.

This plan would furnish sufficient inducement to large advertising firms and others who are perhaps inclined to economize by scrimping in their addressing departments in the use of plain instead of "return" envelopes and in omitting streets and numbers.

No man, not even a Cabinet officer, shall advocate an increase in our already excessive first-class postage without a protest from the plain people. And that is why I ask you to publish this.

J. W. WALTON, President.

71% Increase!

Automobile Advertising in the NEW YORK AMERICAN, daily and Sunday, increased 71 per cent in January and February of this year over last year.

The reasons for this increase may be summed up as follows:

- 1—Automobile Advertising in the NEW YORK AMERICAN pays. Mr. C. T. Silver, admittedly one of the largest automobile dealers in America, says:

"The New York American stands 'Number One' on my list, and if my appropriation allowed me to use but one paper, I would select, by long odds, the New York American.

"The results which I have secured from the use of the New York American more than justify anything I can say in its favor."

- 2—Segregating automobile news and advertising in a fixed position in the paper, as the New York American does, permits readers to get the information they seek in compact form.
- 3—The news printed gives valuable information regarding the use and upkeep of automobiles—just the kind of information that present and future car owners seek. This is supplied by a staff of automobile experts of recognized ability.
- 4—The advertisements are distributed with due appreciation of their value to readers, for—be it known—the NEW YORK AMERICAN regards good advertising as good news.
- 5—The NEW YORK AMERICAN has steadily supported the Automobile Industry from the beginning and is now a recognized authority on all automobile matters.

New York American

DAILY AND SUNDAY

Member Audit Bureau of Circulations

Buying \$1,000,000 worth of

BRADLEY CONTRACTING COMPANY
ONE MADISON AVENUE
NEW YORK

February 28, 1916

Engineering News,
10th Avenue & 36th Street,
New York City

Gentlemen:

We have just completed our contract on the New York City subways, and we have on hand about \$1,000,000 worth of equipment in good condition, that we would like to dispose of.

As we purchased most of this equipment through your advertising columns, we naturally turn to you to assist us in its re-sale.

Please have a representative call on our Mr. Hopkins, in order that he may arrange with you for a series of advertisements. Mr. Hopkins will be in his office all day to-morrow and also on Thursday. He expects to be absent on Wednesday.

Very truly yours,

William Bradley

WB/K

and then selling it again th

th of contractors' equipment through Engineering News.

When the Bradley Contracting Company (one of the largest contracting companies in America whose recent contracts with the City of New York and the Pennsylvania Railroad alone have aggregated forty-four million dollars) wished to dispose of one million dollars' worth of used equipment, they "naturally turned" to Engineering News.

William Bradley knew the value of the advertising pages of the News from the personal experience of the contractor who buys. He bought most of the million dollars' worth of equipment through the advertising columns of Engineering News; when he wished to re-sell this same equipment, he called upon the News to dispose of it for him, because he knew that the greatest number of live contractors read the News as the engineers in his own organization do.

By a stroke of his pen, William Bradley nailed to the mast the truth that Engineering News is the logical medium through which to reach contractors. And he knows, because he is one himself.

ENGINEERING NEWS

10th Avenue and 36th Street, New York City

in through Engineering News



"Unlike any other paper"

**"That behaves best which
has grown gradually,"**

saith Poor Richard,

**which is true of people,
character and periodicals.**

For years The Farm Journal has been steadily working for its million circulation, meantime serving its subscribers most excellently and thereby giving results to advertisers.

Today, with its Spring issues overcrowded with advertising, and its million well in hand, The Farm Journal has renewed confidence in Poor Richard's saying — "That behaves best which has grown gradually."

April closes March 5th.

The Sales Possibilities of the Unknown Want

By W. R. Hotchkin

Part of address before Nashville Ad Club, March 7.

WHEN we advertising men take a survey of the great public, our customers and prospects, from the windows of the Woolworth Building, or from wherever our watch-tower may be, we have to think of the thousands of millions of people as belonging to two main classes:

1. The people who know that they want our kind of goods; and
2. The people who don't know that they want our goods, or who don't even know that our goods exist.

Most advertisers burst right into the hot turmoil of competition, to get the dollars of the people who know what they want but don't know yet where they are going to buy it, or perhaps don't know what trade-mark, if any, is going to be on the goods they will select.

This is a fascinating field for advertising and salesmanship. No good merchant, and no smart advertiser will neglect it for a moment. It is spectacular, inspiring, resultful effort.

Our day's work is there. Our regular business is there. We must get those sales. We don't need to be urged to do our utmost to get that business.

But we all want *increased business*.

We want *new customers*.

We want to sell our product for *new uses*.

It is all very well to get the sales of things that people want to buy; but that is too small in volume. We must make people want many other things, in order to get a big increase in business. So the advertising manager must have two things constantly in mind:

First.—What do people want?

And his advertising must let them know that he is able to sup-

ply that want. That is one vital side of advertising.

But the other side is not less important and is too often either neglected or only half done, and that vital question is: What do I want to sell, that I must make people *want* to buy?

CREATION OF NEW DESIRES

Commerce is constantly demonstrating that millions of people need things very badly, though they don't even know that the things exist. This point is very graphically illustrated by a commodity that I have been doing a lot of writing and talking about recently: It is Pyrene, the well-known fire-extinguisher.

It is an *unknown want* in the home that never dreams of fire.

Yet, how vital it becomes when advertising suggests the importance of having it at hand for instant use, when, at midnight, you smell the smoke and find the flames leaping up the stairway.

It may be an unknown want—we hope that it will be forever an unused want, like the life insurance, where we win in life, when we don't cash in, in dollars.

It is an *unknown want*, when the automobile is running beautifully with your foot on the accelerator; but it is a *vital need* when an explosion under the hood sets the whole works on fire and destroys your car.

Pyrene is only one article among thousands that have a definite usefulness, that would give a definite service to the people who should buy them, but who do not realize the need and hence are not provided when the article is wanted for use.

There are thousands of manufacturers who are working upon this principle, because they have to create an entirely new market for their product. They are producing things that are unknown wants.

The manufacture of very few articles is attempted, unless the manufacturer sees the place where it definitely can serve a purpose; but the ultimate consumer may neither know that such an article is manufactured nor contemplated.

This means that the article itself must not only be advertised, but its use must be advertised in a manner which will compel the reader to feel the need of it.

For instance, the manufacturer of Dioxogen has exactly the same thing to do as the manufacturer of Pyrene. Nobody thinks about Dioxogen until he has a bruise or a cut.

But the want is not realized until the accident occurs, and yet it is a very definite service on the part of the manufacturer to insist that Dioxogen be put in every home.

In the old days everybody thought it was perfectly all right to drink two or three cups of coffee at every meal. Mr. Post came along, and, through his advertising, reduced the market for coffee and created an enormous sale for a commodity that was unknown and unused before.

To-day the Standard Oil Company has found another way to get a high price for oil, beside jumping up the price of gasoline, and so they put a petroleum product in a bottle and call it "Nujol," and are now making thousands of people think that it is a necessity of life.

Kellogg is going after the same market, with Bran.

A tremendous new market has been created in the kitchen by developing the desire for kitchen cabinets, fireless cookers, aluminum wares, and other articles.

The enormous power of advertising in creating new business may be attributed directly to the continuous clever suggesting of the merchandise to the public, creating an intense desire for the goods advertised on the part of people who would never have thought of wanting them.

This result is totally overlooked by those advertisers who rely on such general publicity as a pretty

picture, or a unique design, in connection with the name of the commodity, in order to stimulate its sale.

For instance, one tobacco concern will simply print the name of its cigarette or tobacco in connection with the illustration of the package, or with the picture of a beautiful woman. On the other hand, the concern that realizes the power of suggestion will tell such a story of the delights that come from smoking that particular brand, that every smoker will want to try it and thousands of non-smokers will be tempted to learn to smoke, in anticipation of enjoying the delights that have been exploited.

IT IS THE UNUSUAL THAT MAKES BIG SUCCESS

The store which simply prints a list of prices day after day may win the attention of people who have their minds made up to buy certain things at that time; but such advertising has no more influence in creating desire for the merchandise than a railroad schedule has in tempting people to travel.

The vital thing for the retail advertising man to think about is: how many things have you got in stock that people either rarely think about, or do not even know exist?

How are these things going to be sold if the story is not told in the newspapers?

Did you ever realize how helpless merchandise was while lying back in the shelves, with no display in the windows, no word about it in the newspapers, and rarely being shown by the salespeople?

All of this merchandise was made to meet some definite want; but advertisers are neglecting to get together the *goods wanted* and the *people who want it*.

A great many merchants think that certain goods won't sell, when the goods have never had a chance.

The first way to increase business in a store is to sell more things to the present customers of the store.

People have a great many *known wants*, but you are only getting part of the business when you satisfy them alone.

You must educate them in reference to the *unknown wants* that you can also supply, and thus sell more goods to every customer who comes to your store.

Again you must make people buy oftener.

A vastly greater quantity of hosiery could be sold by a store if people didn't darn their stockings so continuously. Many people darn their stockings until you can scarcely see any of the original soles, heels and toes. They need only be educated to the fact that the same amount of labor would be worth vastly more than the small saving from continuous darning. If a man were told what a labor and tax he was putting on his wife by compelling her to continuously darn his old socks, he would have enough compunction to buy the new ones that you want to sell.

With the proper kind of advertising a great many more corsets could be sold. The figures show that, on an average, a woman buys only one corset a year; while many women buy more, thousands of women do not buy one a year, or one in two years. The proper educational advertising would prove to women that an old corset makes her best gowns look badly and spoils her own figure.

A similar educational campaign would sell vastly more shoes, blouses, and tooth-brushes.

If business were confined to the sales that would be made to people who woke up in the morning with definite wants on their minds, most department stores would have to go out of business.

If manufacturers confined their production to the filling of the wants of the public, for things for which they, themselves, found the need, American commerce would shrivel, and the country would be filled with the unemployed.

The *unknown want* is a most

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

powerful factor in making sales, and hundreds of industries depend upon it entirely. We all realize it, when we think about it; but most of us are prone to overlook it in the rush of our day's work.

I am inclined to the belief that one of the greatest wastes in promotion work comes from failing to get the impelling argument for the use of our goods placed, in the most effective manner, before the eyes of the people who really need it.

When goods don't sell readily, the storekeeper is inclined to blame it on the price, and make a reduction that kills the profits. At least half the time I believe that this diagnosis is wrong. I don't believe that the merchandise has had a chance. Either its story has not been well told, or it has not gotten the attention of the people who need the goods.

So this is the great advertising problem:

1. To analyze the uses of the commodity, and determine to whom the goods should be sold.

2. To tell the story of the goods in an intelligent and alluring manner—to interest and arouse the desire of the people who actually want your goods.

3. To get your advertising printed in the best possible mediums to reach the people who you know will want them or to get your printed matter mailed to the list of names of people who want the goods.

In other words, it is the problem of both merchant and manufacturer to bring together the goods and the people who want them.

To tell the people *why* they want the goods, and to convince them of their *need* of them.

After that is done the matter of price becomes a secondary matter. A *cut* price is unnecessary; and a fair price is entirely satisfactory to the customer, and the merchant fills a want of his customer, while he makes a profit for himself. Everybody is happy because a real constructive piece of selling has been done.

Campaign Localized by Book of Recipes

The Marden, Orth & Hastings Company, with offices in Chicago, Boston, New York and San Francisco, has started an extensive newspaper campaign in Chicago on Marden's Spanish Olive Oil. The advertisements are illustrated with a reproduction of a gallon can of Marden's Olive Oil and a picture of the Lion Fountain of the Alhambra. Part of the copy in one ad reads: "Because for years personal friends whom we have supplied tell us that no other olive oil equals Marden's, we know that you will like it, too. We therefore are now importing this special oil from Spain for everyone who loves good salads." At the bottom of the ad is this note: "Your dealer can supply you—tell him you must have Marden's—and with it the recipe-book of special salads served at the College Inn—College Inn Salads, by the chef, presented with our compliments. If he cannot supply you, drop us a postal. We will mail you a copy and will see that he gives you the oil."

Analysis of the Seed Market

In a recent article on seed advertising, the *Seed World*, of Chicago, presented the proposition in this way:

"The advertising of seeds to the city man comes in the class of advertising an unfamiliar product, but one meeting an unexpressed demand. When advertising seeds to the farmer, seed advertising comes under another head, that of advertising a product similar to the one the prospect regularly buys. When advertising seeds through mail-order methods, seed advertising is in a third class, that of advertising a familiar product, but offered in an unusual way."

Leave St. Louis Agency

Lloyd L. La Drière and L. P. Bird have resigned from the advertising agency of Woodward & Tiernan, St. Louis. The former has been associated in the past with the Ethridge Company, New York; the Charles Daniel Frey Company, Chicago, and the D'Arcy Advertising Company, St. Louis, and the latter was formerly with the *Chicago American*.

New Office Manager for Lesan

Frederick B. Squires, formerly Western manager of the National Surety Company, has been appointed office manager of the H. E. Lesan Advertising Agency, New York.

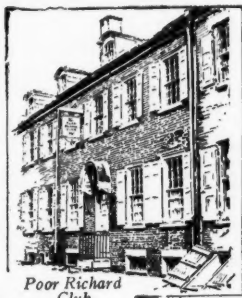
Alcorn-Henkel Add Maryland Paper

Alcorn-Henkel, publishers' representatives in New York and Chicago, have been appointed to represent the Cumberland, Md., *Press*.

Unique, and Exclusively Philadelphian!



*The
Sketch Club*



*Poor Richard
Club*



*Franklin
Inn Club*



*Le Coin d'Or
Camac Street*

These quaint little clubs, located in out-of-the-way places not far from the eddy of the city's commercial life, reflect an aspect of American life exclusively Philadelphian.

Philadelphia has, of course, more pretentious clubs, but peculiarly Philadelphian is the group of clubs in the little byway known as Camac street. Of such are the famous Poor Richard Club, Franklin Inn and a half score others.

The Public Ledger—Evening Ledger are probably the most widely read papers that enter these havens of hospitality. By the same token they are the family newspapers of 160,000 Philadelphians of better-than-average income.



*The
Manufacturers'
Club*

PUBLIC LEDGER

PHILADELPHIA

Try It On Yourself

If you have been advertising in *The Designer* or thinking of doing so or declining to do so, you should be familiar with the magazine.

Take the April issue, and see what a well-balanced, interesting publication it is. Drop us a line and we will send you a copy.

Ignore for the moment the practical household departments that make the magazine valuable to the women and super-valuable to the advertiser—naturally a man would not find advice on housekeeping, sewing, cooking and caring for the baby very interesting reading.

But read the first number of our new serial "*Eyes of the Sky*," a romance of modern Mexico. See if it is not the one best novel you have begun in many a month.

"*Tell Your Husband*" consists of short interviews in which prominent persons send messages to *The Designer* women's

husbands. Among those interviewed are: Ellis Parker Butler, Hon. P. P. Claxton, U. S. Commissioner of Education, Marion Harland, Dr. Wiley, Mary Stewart Cutting.

April sees the last page of intimate personal gossip on "*Your Famous Friends*," by the late Miss Jeannette Gilder. The friends described are Richard Harding Davis, Kathleen Norris, Edna Ferber, Amelie Rives (Princess Pierre Troubetzkoy) and Frances Hodgson Burnett.

"*Mrs. Business Manager*," a new department, starting with the April number, takes up in clear, practical manner business problems of the household.

The best way to understand the character of Designer subscribers and realize the influence of the magazine is to read a copy of the publication.

Try the April issue on yourself.

The Designer

One of the three magazines known to advertising men as The Butterick Trio and bought as an advertising unit on a guaranteed circulation of 1,400,000. The other two members of The Trio are The Woman's Magazine and The Delineator.

16 Vandam Street
New York



Member of
A. B. C.

The Paper Situation

For several years we have repeatedly pointed out in our advertising the advantages of buying your paper requirements through a dependable, well-informed house, able at all times to give you trustworthy information about paper.

The value of this suggestion is now being demonstrated. With the paper market in its present unsettled condition, the advertiser or printer who has established dependable paper connections has good reason to congratulate himself.

For our part we have been able to take care of our customers unusually well, considering the difficulty of securing many necessary raw materials. Our vast manufacturing facilities, our nation-wide staff of paper experts and above all our intimate knowledge of the sources of supply, has once more stood Birmingham & Seaman customers in good stead.

BERMINGHAM & SEAMAN COMPANY

*Radium Folding Enamel—Samson Offset—
Opacity—Crystal Enamel—Advance Bond—Elite
Enamel—Bulking Eggshell—and other papers.*

Chicago :: New York

St. Louis

Minneapolis

Milwaukee

Buffalo

Detroit

Merchandising That Counts in a Mail-order Campaign

Story of the Interesting Experiences of the Edwin Cigar Co., Which Overcame a False Start

CERTAINLY it must be an omniscient advertiser who didn't follow a few blind trails before hitting the right path.

The ways, and especially the copy, of the Edwin Cigar Company, of New York, seemed right to them at the start. But the "pull" of the first copy wasn't sensational; it wasn't even satisfactory.

To understand the situation, one will need to know why it is difficult to sell cigars by mail.

The city man finds it so very convenient to drop into the corner cigar store that, although you may catch his attention for a minute with the offer of 100 cigars, he somehow hates to take a chance on so many. Also, though he will take the word of the man behind the counter and try almost anything recommended, he is peculiarly conservative about putting faith in the word of the man he cannot see, even though that word be backed by a guaranty the most unqualified. And then, "It is so much trouble, you know!" The city denizen does hate "trouble."

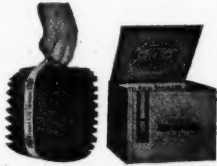
Away from the cities cigar smokers do not part with 20 to 25 cents for a "smoke." They buy five-cent goods mostly, and they are not accustomed to part with more than a

nickel, or, at most, a quarter, at once. Hence, there is the drawback that the investment of \$3, or \$2.50, or even \$2, comes hard with these fellows. The saving of \$1.50 to \$2 hardly seems sufficient inducement. And yet again, the country smoker is a man careful of his pennies; and he suspects that the possession of a box of cigars may lead to the extravagant use thereof—maybe also a reckless generosity with his friends.

Then there is the consideration of small returns, so that volume must be built high before real profit results. So there must be courage and capital behind the effort to market cigars via the post office.

But one manufacturer has overcome all these handicaps so completely that he is to-day in position to claim to be the "Largest Mail-order Cigar House in the World" and gets away with it, evidently, to judge by the acceptance by the most conservative mediums of this claim in the advertising. The claim relates to cigar sales by mail only—not to store sales or to other forms of tobacco. It has attained its present prominence largely as a result of turning costly mistakes to good account.

The company has



Actual photographic reproduction of the 200 genuine Porto Rico Smokers

At \$2⁵⁰
For a
Box of 100
PORTO RICO SMOKERS

I Must Limit You
to ONE BOX

*None Less Than 5 1/2 Inches Long
Express Charges Fully Prepaid*

In making my regular 10 and 15 cent Porto Rican cigars, there's always some leaf left that's a trifle too short. This I make into PORTO RICO SMOKERS—5 1/2 ins. long, some a bit longer. The same tobacco with the rich, nutty, satisfying flavor that goes into cigars I get over 5 times as much for goes into these PORTO RICO SMOKERS. The only difference is in the looks. Most of the SMOKERS are snapped up by my regular customers, who eagerly await this opportunity of getting for 2 1/2 cents each cigars made from the same tobacco which I put into my 10 and 15 cent cigars. The balance, which is limited, I use as "acquaintance makers" for my entire line of cigars. I can, therefore, sell you only 100 PORTO RICO SMOKERS. Send your order at once if you want to take advantage of this offer

Your money back if the SMOKERS don't meet your expectations.

No orders filled after August 6

MORTON R. EDWIN, 66 West 125th St., New York
Make all remittances payable to Edwin Cigar Co.

FIG. 1. IN THE EARLY MAGAZINE ADVERTISEMENTS, BUYERS WERE LIMITED TO ONE BOX

been established 12 years. Originally the plan of the company which was founded by M. E. Rosenblum, the present president, was to establish a large chain of cigar stores in New York and surrounding cities. Mr. Rosenblum soon associated with himself N. Gartner, who was with the United Cigar Stores.

DEPARTMENT UTILIZED TO MOVE SLOW SELLERS

With these cigar stores as an outlet for special brands of cigars there has been developed a steadily increasing mail-order business. In the beginning, due to unfamiliarity with mail-order cigar selling, no consistent plan of campaign prevailed. The mail-order end was regarded principally as an outlet for the over-productions of certain styles and brands which, for various reasons, were not rapid sellers in the stores. Therefore, special orders were made which varied in price and quality as the cigars were either low or high priced. The resulting advertisements were sometimes appalling examples of the circus-poster style—"Hooray! here you are, your one and only opportunity—grab quick or you'll get left!" The reproduction in Figure 1, dated July 13, 1912, is a fairly creditable example of that period. Herein, you will note, buyers were limited to one box. Another advertisement of that time carried the "startling" headline: "I Am Moving My Factory—" and talked as one might whose factory was burning down, distressedly urging smokers to come and take away this splendid brand of goods. But never was there a line which suggested uniformity of offerings or stability of values, as is essential in a permanent mail-order business.

But there was some virtue somewhere in the copy, for mail distribution gradually increased. Perhaps it was the Falstaffian countenance of the jolly, though mythical, Edwin himself, which was used in some of the early copy, whose smile evoked the feeling expressed by Shakespeare even in those who knew him not:

"Let me have men about me that are fat,
Sleek-headed men, and such as sleep o' nights."

And there was value in the cigars, even though that value was not constant.

So a more consistent effort was determined on for the mail-order advertising about six years ago by W. H. Denney, the advertising man who has had charge of the account. The method of offering special brands at variable prices was abandoned and the company entered on a policy of standardization.

One of the best sellers in the company's stores was adopted as the standard mail-order leader. This is "Genuine Havana seconds," which are machine-made from leaves too short to roll into higher-priced cigars. The price of \$1.90 per hundred makes these very attractive for mail orders. For some time after their adoption as the leader, repeat orders were obtained through a catalogue which illustrated the 40 other brands of the company.

But many of those who tried the Havana Seconds were so pleased with them that they continued to buy them at \$1.90 per hundred rather than any of the higher-priced cigars on which there was, naturally, a much wider margin for profit. Others who tried Havana Seconds did not like them and, notwithstanding that all cigars are sold "money back if not satisfactory," these patrons would not trouble to return the cigars, but would smoke up what they had left and not re-order. Consideration of this condition indicated that there was inherent weakness somewhere in the plan, and the company faced the following problem:

1—Devise a plan which, without increasing the size of present advertisements, will yield as large a percentage of first orders as are now received;

2—Increase the volume of all re-orders above the present ratio of 25 per cent; and

3—Increase the orders for cigars higher-priced than Havana Seconds.

**The print order for
April issue of Hearst's
Magazine is 610,798.**

**This is an increase of
352,279 over April
1915 issue.**

**A new schedule of
rates will be announc-
ed at an early date.**

Hearst's Magazine

**119 W. 40th Street
New York**

**1024 Hearst Bldg.
Chicago, Ills.**

Member Audit Bureau of Circulations

This was a pretty large order. It meant to greatly increase efficiency without increase of space along lines already producing fairly good returns. But it was done and the how of it follows:

The illustrations on this page tell a lot of the story. These advertisements are the same size. The difference is made in the arrangement of space and the polishing up of details, with the addition of the sample-box idea.

ends were utilized to enhance attention-value by means of index hands. These combined improvements in the advertising have solved the problem and increased the company's profits 400 per cent.

Note that the original offer of 100 Havana Seconds for \$1.90 remains unchanged. The sampling offer, in boldface, is what has wrought better results. It is:

"To each purchaser of 100 Edwin's Genuine Havana Seconds,



100 Edwin's GENUINE Havana Seconds \$1.90
FROM FACTORY DIRECT TO YOU BY PARCEL POST

Made of Havana tobacco—leaves that are too short to roll into our high-priced cigars. They're not pretty, have no bands or fancy decorations, but you don't smoke looks. Our customers call them Diamonds in the rough. None shorter than 4½ inches, some even longer. We limit you to 100 at this "Get Acquainted" price. Money cheerfully refunded if you don't receive at least double value. Mention strength when ordering. Our references, Dun or Bradstreet's or any Bank.

EDWIN CIGAR CO. Inc. — Largest Mail Order Cigar House in the World
DEPT. 1, 2338-2342 THIRD AVENUE, NEW YORK



100 Edwin's GENUINE Havana Seconds \$1.90
From Factory Direct TO YOU By Ex. or Parcel Post Prepaid

Made of Imported Havana Picadura, from our own plantations in Cuba—leaves that are too short to roll into our high-priced cigars. They're not pretty, no bands or decorations, but you don't smoke looks. Customers call them "Diamonds in the Rough." All 4½ inches long. Only 100 at this "Get Acquainted" price. Money cheerfully refunded if you don't receive at least double value. When ordering specify mild, medium or strong. Our references, Dun or Bradstreet's or any Bank.

To each purchaser of 100 Edwin's Genuine Havana Seconds, we will extend the privilege of ordering, for 60c additional, one of Edwin's "SAMPLE CASES" containing one sample cigar each of our 12 Best Sellers—all Bargain Values—priced up to \$12.00 per 100. Include this in your order—it's the biggest sample value ever offered.

Largest Mail Order Cigar House in the World
EDWIN CIGAR CO. Dept. N° 1 Get Acquainted **2338-2342 THIRD AVE. NEW YORK**
When in New York **SAVE MONEY** by Patronizing any of the **100 EDWIN Retail Stores**

TWO ADVERTISEMENTS SHOWING HOW EDWIN HAS "TRADED UP," WHICH ARE WORTH WHILE COMPARING

The picture of the cigar in the second engraving is much improved. It is still a faithful reproduction of the article itself—truly representative.

A better-looking specimen was photographed and retouched very carefully, the measuring "rule" was inverted and reduced in size, and the type was rearranged to better advantage. The bottom rule was improved to carry more of a message and the turned-up

we will extend the privilege of ordering, for 60 cents additional, one of Edwin's "Sample Cases" containing one sample cigar each of our 12 Best Sellers—all Bargain Values—priced up to \$12.00 per 100. Include this in your order—it's the biggest sample value ever offered."

It will be noted that the price of the sample case is 60 cents, which, when added to the \$1.90

(Continued on page 41)

SUCCESSFUL FARMING

SUCCESSFUL FARMING

Suppose You Had Built Fifty Thousand Homes

1866 CURTIS WOODWORK

Look for CURTIS

THE CURTIS COMPANIES SERVICE BUREAU

1 North Second Street, Clinton, Iowa

Reproduction of the March, 1916, issue of *Successful Farming*, containing a combination "Home Improvement Smash" prepared by the George Batten Company

A "Smash" for the Farmer's Home Equipment Trade

Three years ago the Curtis Companies, manufacturers of "1866 Wood Work" at various central points, established a service bureau which they placed in charge of one of their travelers who had an exceedingly good record in co-operating with their retail dealers. An excellent line of booklets for distribution by the dealers to prospective customers has been issued by this Bureau during the last two years.

Now a more effective line of co-operation and what is said to be the first advertising campaign carried on for the sale of wood work (interior finish) through the retail lumbermen has been started by the Curtis Companies in farm papers.

Considerable preliminary work had been done before the advertising was laid out.

"Our first step after we decided on a campaign for advertising," says Mr. H. H. Hobart, in charge of the Service Bureau, was the preparation of a business map. We took an outline map of the United States, and in each state set down the number of Curtis dealers and the amount of business done annually. Fourteen or fifteen states stood out prominently as 'Curtis States.' These were agricultural states in the North Central portion of the United States.

"We found that over half of our house bills were sold by dealers at towns under 5,000 population. This shows that people on the farm and in the small towns take a pride and inter-



The other pages of the insert

est in their homes. As cities increase in size, people more and more live in homes that somebody else builds for them. In New York nine-tenths of the people live in rented homes.

"We thought after this analysis that it was better for us to begin our work with the agricultural states.

"Then came the question of how to reach the most prospective buyers. And here again after an analysis we found the correct answer—farm papers. So we set out to cover the 'Curtis States' as thoroughly as we could with farm papers.

"We finally selected a list of fifteen strong farm papers for the campaign with *Successful Farming* as the backbone—for we found that it concentrated largely in just about our territory.

"In other words, the 'Curtis States' and *Successful Farming's* territory, which is referred to often as the Great Wealth producing Heart of the Country, is one and the same.

"Naturally, we could not fail to use a medium which fitted so well into our plan of campaign.

"All of our copy is fairly good size, but we will use one especially large piece, a double page spread in four colors, in the March issue of *Successful Farming* and a number of the other mediums.

"This we call our 'Home Improvement Smash.'

"To make it especially effective we have had it printed on fine stock.

"We are joined in making this 'smash' by the manufacturer of Congoleum Rugs, who takes one page of the insert and the National Lead Company, who takes another page for their 'Dutch Boy' white lead—both important for home improvement."

The total cost of the printing and inserting of this one advertisement in *Successful Farming* alone for the three advertisers amounts to more than \$9,000—a remarkable testimony of the buying power of the farmer.

The Curtis Companies very wisely refrain from telling just which are the "Curtis States," but from the map shown below you will gain some idea of what they are and also get an insight into the reason Successful Farming so aptly fits the plans of the Curtis Companies.

However, *Successful Farming* does not appeal as an excellent medium on account of its territorial advantage alone but also because of its editorial efficiency. An uplift paper, one that broadens, elevates and creates new desires, represents an efficient type of medium for any manufacturer.

To fully appreciate *Successful Farming* one needs to review its pages. You will find that in addition to being an uplift paper accuracy and reliability are the chief characteristics of its editorial copy. In fact these are prime requisites—for a publication enjoying such extensive circulation and so great prestige is not a place for the expression of snap judgments and the advancement of ideas based upon loose thinking and reasoning, nor for the advocacy of untried theories.

Send for sample copy and any information you may desire to properly extend your business to farmers.

E. T. MEREDITH

Publisher

Successful Farming

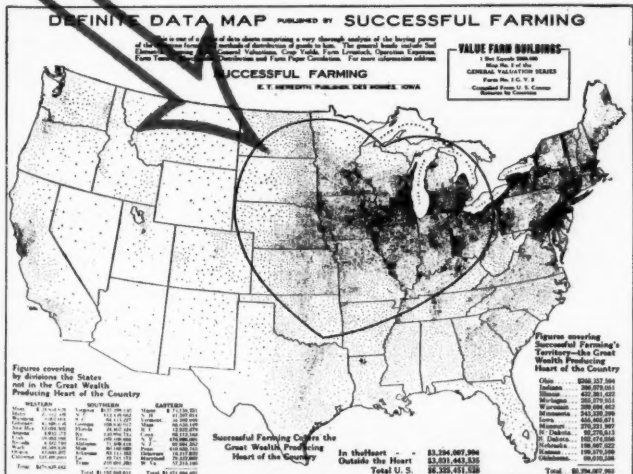
Member A. B. C.

DES MOINES, IOWA

Covers the Great Wealth-producing Heart of the Country

Chicago Office
1119 Advertising Building

**New York Office
1 Madison Avenue**



Definite Data Map. One of a series of 75 that can be shown you by our representatives. Each dot represents \$200,000 worth of farm buildings.

Food Products and the Ultimate Consumer

In selling food products the ultimate consumer is your final goal.

Don't lose sight of this in your efforts to sell the dealer. Any dealer will stock your goods if the ultimate consumer wants them. The dealer makes the biggest and most frequent purchases of those goods that move most quickly off his shelves.

Persistent advertising in the right mediums—mediums reaching the most ultimate consumers at the lowest rate per consumer—is the best way to move your goods off the dealers' shelves.

Sellers of food products in Chicago know that The Chicago Daily News reaches over 400,000 families of ultimate consumers every day—and reaches them at a lower cost per family than any other Chicago newspaper. Therefore, The Daily News prints more advertising of food products *six days a week* than any other Chicago newspaper prints *in seven days*. The figures for 1915 are:

The Daily News (six days) . . .	311,416 lines
Second Paper . . . (seven days) .	305,009 lines
Third Paper . . . (seven days) .	179,211 lines
Fourth Paper . . . (six days) . . .	146,183 lines
Fifth Paper (six days) . . .	137,164 lines
Sixth Paper (seven days) .	113,522 lines
Seventh Paper . . (six days) . . .	79,569 lines

If you want to sell food products in Chicago—if *you want to move your goods off the dealers' shelves*—advertise in The Chicago Daily News—over 400,000 daily.

for the Havana Seconds, makes the round total of \$2.50. The 60 cents seems little to add for the value indicated, so 75 per cent of those who have since ordered the Havana Seconds have included the 60 cents for the sample case. A considerable incidental advantage lies in the fact that the 60 cents really pays for the box of samples, so the plan actually carries itself.

Each sample cigar is wrapped in tissue, which is imprinted with the name and price of the cigar it contains, and bears spaces wherein the smoker can write his impressions of size, quality, strength, etc. He is thus enabled to record his preferences just as he finishes each cigar. He can file those tissues and then, after he has smoked all the samples he can make his selection according to his own notes. A further factor in the success of this plan is a sheet of printed suggestions for the clipping, lighting, testing and smoking a cigar which is enclosed in each sample box.

It should also be noted that when a man opens a box of mail-order cigars for investigation and experiment, he is in a receptive frame of mind; so there is plenty of evidence that the circular of directions is read very attentively. Many purchasers have written the company expressing their appreciation thereof.

The time and trouble which the company is always ready to devote to any patron to aid him to settle on the cigar best suited to his taste and habits are added factors in building this immense and steadily growing business. A detailed catalogue in which each cigar is illustrated and described, with directions for ordering, goes forward with each order. No amount of personal attention is deemed too great an investment for the company to make in a satisfied patron.

The business is very large and growing rapidly. There are nearly 100 retail stores aside from the mail-order end of the business; Cuban plantations and warehouses; and this success has been attained in a field where keen

competition prevails and which is occupied by one of the largest and most successful chains of stores in the world.

POWER OF INTELLIGENT SUGGESTION

The circular of suggestions for smoking is indeed well planned for the work in hand. For example: "The end of a cigar should be cut off, not bitten, as biting loosens the wrapper and otherwise spoils the drawing qualities of a cigar." To which we may add, in a good-natured stage "aside": "Biting off the end may also reveal, with unpleasant emphasis, the fact that the cigar is made of 'shorts,' as the small bits are liable to get onto the tongue!" Again:

"It is impossible to judge a cigar when you are suffering from a cold, especially if it be in the head, or when the stomach is out of order or when one is in a bilious condition. The very best time to judge a cigar is after a moderate meal, preferably after dinner, when one may smoke without interruption. Then the cigar may be smoked slowly and with full appreciation of its qualities."

Right. Good stage setting. In fact, in such circumstances, a bit of rope would taste almost good! But let us hasten to add that this is all good business—a proper adaptation of all means and circumstances to the end to be accomplished. And the proof of the wisdom of the means used herein is the success that already has attended these efforts.

It all works together logically. The experimenter with the Edwin method tries out his box of samples, one by one, amid propitious surroundings, and marks the tissue wrappers as his judgment indicates. Most suitably he files the papers back in the box. When he has finished the box, all he has to do is turn over the wrappers, each bearing his own remarks, and make his own unbiased selection. There is no hypnotism; no "dominating personality" intrudes insidiously presence to warp the preference. Here, superlatively, "the customer is right!"

Assuredly, from every angle, the

plan appears to be sound.

And now for the epilogue which reveals how such a business is made possible; and onto the stage comes the Famous Oscar. This is not the author of Reading Gaol, nor yet the concocter of the zesty Sauce; but Oscar of the Silk Hat, of Salomé—Oscar of Grand Opera!

Yes, *mirabile dictu!* the said Oscar Hammerstein began as a cigar-maker and, as he toiled over the bench with cutter and browned fingers, he thought; and his thoughts, coupled with much work far into the night, resulted in the invention and construction of a marvelous machine for the shaping and rough-wrapping of cigars. That machine is used far and wide in large cigar factories. Its use renders possible the manufacture of a pure Havana cigar which can be delivered to the consumer for less than two cents each.

But that wonderful machine serves another purpose, much more far-reaching, spectacular and dramatic; for not only did it enable Oscar to gather the money with which to enter the Grand Opera field, and thus accomplish his larger destiny and diffuse wholesome pleasure among millions, but 'tis said that to-day the earnings therefrom serve to recoup his losses. Therefore, who shall say that we are not all indebted to the Hammerstein cigar-filling and rough-wrapping machine?

How fittingly and forcibly are we here reminded—considering the inflammable character of the merchandise—yea, sometimes even of the Opera!—of that ancient observation:

"Behold how great a matter a little fire kindleth!"

Cantlin With Baker Agency, Toronto

E. J. Cantlin has recently joined the copy department of the Baker Agency, Toronto. He was formerly with the McConnell-Fergusson Agency, of London, Ont.

Ellwood T. Naylor has resigned as art director for the advertising agency of Woodward & Tiernan, St. Louis.

"Printers' Ink" Helps Land a Big Order

THE A. J. DEER CO., INC.
ROYAL ELECTRIC COFFEE MILLS
HORNELL, N. Y., March 6, 1916.

Editor of PRINTERS' INK:

An issue of PRINTERS' INK of about July 15, 1915, contained an item to the effect that some Philadelphia capitalists were back of a new chain of groceries to open in Detroit, that they would be known as the Dailey Stores, Inc., and that ten stores would be opened immediately, followed by others if the first ten were successful.

Always looking for prospects with whom to do business, we sent this clipping to our Philadelphia representative, but he could not locate the parties back of the new venture. A little later we started a new man in Detroit and wrote him about this prospect, with the result that he has now practically closed an order for ten electric coffee mills, with a prospect of selling more to these people if they open more stores.

I thought you might be interested in learning of such a nice instance of direct benefit derived from reading PRINTERS' INK. It is worthy of mention that in spite of the fact that we have a great many different methods of getting in touch with new stores, we did not learn anything about this concern in any other way than through PRINTERS' INK.

L. G. ROBBINS,
Advertising Manager.

Demonstrate Quality of Cigarette Paper

Demonstrations have recently been employed in cigar stores, pure-food expositions, etc., by the American Tobacco Company to show to the consumer the white-burning quality of the paper employed in "Sweet Caporal" and "Omar" cigarettes. The company's representative is equipped with a number of competitive brands, whose wrappings burn to a black ash, and the white-burning nature of "Sweet Caporal" and "Omar" paper is established by comparison. Some medical authorities have asserted that the white ash is not as harmful to smokers as the black. The "Sweet Caporal" demonstrator makes clear to his audience that only imported French paper, possessing the distinctive ash, is used in his brand.

Newspaper Man With McAtamney Agency

Harry I. Cohen, who has been a member of the advertising staff of the New York Times for the past two years, has resigned to become associated with the Hugh McAtamney Company, New York.

B. H. Bayless, formerly in charge of the advertising of Berdan & Co., Toledo, Ohio, has joined the advertising department of The Champion Spark Plug Company, Toledo.

Judge is—first, last, and all the time—a periodical of happiness.

Its mission is not to preach; not to teach; but to serve the American people with *real* humor, devoid alike of coarseness or of sinister reflections on anyone's race, religion or politics.

As a periodical of happiness, Judge goes beyond merely making its readers laugh; each issue brings its readers plenty of good laughs, but also plenty of high grade entertainment, infused with real humor and superb art.

Its readers pay over \$600,000 a year for a leisurely and always pleasant reading visit with this truly "happy medium" every week.

Products which come to the reader's attention at such a time have singular opportunities to make very favorable impressions.

112,500 guaranteed—with Audit Bureau proof.

LUTHER D. FERNALD, ADVERTISING MANAGER

Judge

The Happy Medium

Boston

NEW YORK

Chicago

A Suggestion for Department Stores

New York, Mar. 10, 1916.

Editor of PRINTERS' INK:

It seems surprising to me, as an advertising man, that the department stores have not followed a step which appears to be the logical one. For months now the department stores of New York City have been complaining about the evil of returned goods. They have allowed themselves to be interviewed by the reporters for the various newspapers and have complained vociferously against what they call the injustice of women who buy goods either on credit or C. O. D., only to return those goods later.

These stories are published in the department of business news, in almost all the papers, a department which very few women read. I hazard the guess that if any one of several good advertising men employed by those very department stores should be given charge of the problem, he would go a long way in solving it.

First, what would he do? He would wonder if some of the trouble did not lie in his own shop. If the advertising man were allowed to follow out the history of a few returned orders, he would, I believe, find that often the case was like one I will describe: My wife has a charge account in one of the well-known stores. She bought a waist, emphasizing to the salesgirl that she did not want the waist if it was not washable. The girl, evidently anxious to pile up her sales record, glibly asserted that the waist was washable. On the strength of that assertion, which my wife naturally assumed was a guarantee of merit, she ordered the waist sent home, and after one wearing had it laundered. The waist did not stand up. It was a miserable, bedraggled rag after it emerged from the washtub. On asking for credit at the store, quoting the assertion of the salesgirl, she received very little comfort. The complaint clerk said that "something might be done," but that whatever was done would depend on whether or not the manufacturer would give the store credit! So the matter is hanging fire.

Is this purchaser wrong in her viewpoint? She has been educated by national manufacturers to the meaning of an honest guarantee. She was assured by the clerk that the goods would fulfill her specifications, and only on the strength of that assurance did she have the waist sent home. The store, in that instance, was entirely to blame.

That is one phase of the problem. Take the other phase. A woman shops for the fun of it all the morning, and then, to save her face, has the goods sent home, not meaning to take them. That obviously is insincere. But cannot the department store do something more than complain? Manufacturers meet their complaints in a constructive way; why can't the department stores do the same thing? Instead of making their complaints in the department of business news in the various papers, why don't they make them in their ad-

vertising space and frankly tell the women the condition of things and trust to the result? Women are fair if you give them a chance.

But the department stores are not giving them a chance. They invent every lure to get the women into their stores and then kick because of the results of their success. Any good advertising agent in New York City could solve this problem for them. Public service corporations have advertised to appeal to the fairness of the public, and they have almost always gotten a response when the public was shown that the attitude of the corporation was fair. And I do not need to remind the readers of PRINTERS' INK that advertising is now being used in a strong way by the advocates of preparedness as well as by the advocates of non-preparedness. Even in the much-discussed matter of price-maintenance, the best resort of the manufacturer has been to appeal to the fairness of the dealer and show him why price-cutting was bad business morality, and why it hurt the interests of everybody in business from the manufacturer to the consumer.

Let the department stores explain to the women the ins and outs of this whole matter, and I believe that the women will respond. A sort of a public sentiment would be created, the better-minded women would see the point and the sentiment which they would help to propagate would have its effect upon that small fraction which is not open to honest appeals.

It strikes me as queer that department stores are so fully alive to the power of advertising to sell goods, but are asleep to the fact that advertising is also a powerful creator of public sentiment.

S. C. L.

Values Will Be Moved Up

Clothing manufacturers expect to see a general rise in retail clothing prices. The merchant who up to now has handled lines up to the \$25 mark will make his highest price \$30, and the clothier with \$30 as his limit will go up to \$35. This will be the natural outcome of higher manufacturing costs. The point which manufacturers of the better grades of clothing are keeping in mind, however, is that once the standard is raised they will be the ones to benefit. Even if some unsettling element appears and prices should return to their former levels, which is rather unlikely, a certain portion of the buying public will have been taught to pay more for their clothes, and the lesson will stick. —New York Times.

Two New Accounts for Bloomingdale-Weiler

The Bloomingdale-Weiler Advertising Agency, Philadelphia, has secured the advertising accounts of the West Electric Hair Curler Company, which will use magazines in a ten-month campaign, and "Chase-O," a laundry crystal. The latter product will be advertised in the newspapers.



FIRST
Chapter

49,290
Lines gain—

FOR some men the measure of determining supremacy in a certain field is the net gain in lineage. This is but one factor—this gain of 49,290 lines—and it is the largest gain shown by any general monthly magazine from

May to April—the first year of

MCCLURE'S
in the
Big size



Combats Chain and Still Retains Credit Customers

How a Grocer Conducts Cash and Credit Departments in One Store—Goods Cost His Customers More if They Have Charge Accounts—Educational Effects of the System

HOW can the local merchant meet chain-store competition and at the same time retain desirable customers who prefer to buy on credit, even if it costs them more to do so? While it has been related in *PRINTERS' INK* how retailers have successfully fought the chain store—even welcomed its competition—the independent merchant with a goodly number of charge accounts has a different problem. He cannot sell on credit at the price levels of the chain store, neither can he put his business on a cash basis by a sweep of the hand, or he will lose many of the desirable customers who don't want to bother with the daily cash transactions. What can be done to solve the dilemma?

A. W. Rohrbach, a grocer of Kirkwood, Mo., has found a solution, apparently, by deciding to conduct both a credit and a cash basis under one roof.

His cash prices on staple goods are on a par with the chain store, says the *Interstate Grocer*, while the credit customer pays the regular retail price, or the same price she would pay were she to trade at any other establishment on a credit basis.

The story of how Mr. Rohrbach came to adopt his plan is rather interesting. The experiment of running a strictly cash grocery store in Kirkwood, which is something of an aristocratic suburb of St. Louis, has been tried on several occasions, but were invariably failures, principally because the parties who tried it were incompetent or lacked the necessary capital, or for other reasons not so obvious.

Mr. Rohrbach knew from his own experience, however, that there was a demand for an up-to-date cash grocery in Kirkwood, and when the last man who tried the cash system gave up the ghost, he bought up the fixtures for a song, stocked up the same store building with goods and announced that hereafter he would conduct two stores, one where the usual credit accommodations would be given, and the other selling for cash at lower prices.

In the meantime the Kroger chain had opened up a store in Kirkwood with a great blare of trumpets, advertising heavily in the local papers that they were prepared to serve the people of that suburb with "quality" groceries at cut prices. Rohrbach met the Kroger prices at his cash store and held his trade, while his credit store continued to do its usual large business. Then the idea came to him, "Why not consolidate the two stores and cut down overhead expense and do both a credit and a cash business, giving the cash customer an advantage in price?"

The result was that he bought the site right next door to the Kroger establishment and erected a modern brick store building. Rohrbach, you see, wasn't afraid of the Kroger competition, because he had demonstrated that he could meet their prices on a cash basis and he felt that the closer he got to them the better chance he would have to show the people of Kirkwood that he could and would sell better goods at as low, and in some cases lower, prices than Kroger, providing they would pay cash for them.

He opened up his new store about January 1, and, of course, the Kroger store did everything possible in the way of advertising to discount his efforts. Mr. Rohrbach, however, did some advertising himself, and when it came to a comparison of prices, as published in the local papers, rather strange to relate, Rohrbach's prices were slightly lower than Kroger's on practically every item quoted, although he quoted standard and well-known brands, while

Kroger pushed his own brands of unknown quality.

Since that time Rohrbach has successfully met the Kroger competition for cash, is increasing both his cash and his credit business right along and, according to his own statement, has not lost a single credit customer through the working of his plan, although the latter know they can buy cheaper for cash if they wish to take advantage of it.

On every item in his stock that will stand a cut, Rohrbach shades the price to the cash customer. The credit customers are charged the regular retail prices, but if they want to take advantage of the cash prices they may do so. In this case they must pay cash when the goods are ordered in person, or they are sent C. O. D. if they are ordered by telephone. There is no deviation to this rule.

Favors a Co-operative Dental Campaign

FLORENCE MANUFACTURING CO.
FLORENCE, MASS., Mar. 9, 1916.

Editor of PRINTERS' INK:

The idea advanced in the March 2 issue of PRINTERS' INK by Dr. Furnas, of Indianapolis, that the dentists of the country shall advertise co-operatively, is an excellent one for a great many reasons. Opinions may differ as to the way in which this publicity shall take form, but, basically, the idea is sound.

The lumber associations have been co-operatively advertising for years, and with good result; so have the laundry men. The notable success of the "Sunkist" orange and lemon advertising is another instance. No one grower profits more than another—but the product of each must conform to established standards before the "Sunkist" label can be used on his fruit. As a consequence, the public has been educated to demand, by name, a kind of merchandise which it had been thought could not be successfully advertised. The selling season has been greatly extended, prices more firmly established, and the consumption enormously increased. The expense to each association member is small, when compared to the benefits secured.

There is another and more important reason for the co-operative advertising of dentists.

The work of these men is preventative and the public must be educated to that fact. We consult a physician to rid us of a malady: and until we suffer from that malady we feel the ministrations of the physician are of little value.

Our relations with the dentist are different. Regular treatment at his hands—visits at six months' intervals—are imperative if the dentist is to do those things which the highest tenets of his profession demands. There is a dollars and cents side to this also, and this is

the basis upon which the public's attention can be secured. It is a fact that with the vast majority of us, our visits to the dentists are postponed for as long a time as possible, not realizing that twice-a-year visits to our good friend the dentist not only result in the quick correction of defects in the oral cavity, but averaged over a period of years, actually save us money.

While the dentist has known it for a long time, the close connection between uncleanly mouth conditions and general health of the entire system has only recently begun to be realized by the average person. In countless cases it has been definitely proved that decayed teeth have as a corollary diseased conditions elsewhere.

It will be seen that there are any number of sound arguments for a campaign as suggested by Dr. Furnas.

Preventative dental service is just as legitimate a selling proposition as is the collective advertising efforts of the cement manufacturers or of those many other associations which have with success enlisted publicity in their merchandising. The chief difference is that while the cement manufacturer has a product to sell, the dentist has services to offer. Here is where the bogie of professional ethics enters, like the ghost of Banquo.

Through the state and national societies, the duty which the dentist owes the public in the way of education must be discussed, because, as Dr. Furnas has said, the work must start with the dentist—he must, through his associations, be "sold" to the idea. Ultimately and as surely as water seeking its level, this great work will be undertaken.

The Eastman Kodak Company has blazed the trail with its advertisements which read, "There is a Photographer in your town." The National Dental Society can well follow this idea. Without mentioning this dentist or that dentist, the society can, through the national magazines and newspapers, conduct its campaign, and by advancing sound, unassailable reasons, prove that the health of the individual and of the nation can be tremendously bettered by regular visits to the dentist. A booklet incorporating these arguments could be used to good advantage, and the reader urged to write for it. With the booklet, the name and address of all local members of the association could be sent.

The average dentist shies like an unbroken colt when you mention advertising to him. Why? Because he has seen the way that inexperienced operators, the riffraff of the profession, use publicity to sell "Complete sets of teeth; painless extraction, 25 cents; gold fillings \$1.00," and so on.

The dentist is mostly familiar with the abuse of advertising in his own field—when he understands the manner by which the great force of advertising can be legitimately used to enhance his own standing, he will be as keen for it as he is now against it.

There are in excess of 40,000 practicing dentists in the United States. An individual assessment of \$2.00 would provide a fund of \$80,000.00—an amount sufficient for an impressive national campaign.

LOUIS E. KINGMAN.

CLEVELAND

February, 1916, vs. 1915

The following figures show the Increases in Display Advertising published by the Cleveland newspapers for Cleveland Merchants.

EVENING NEWSPAPERS

GAINS

The News . . . 50834 lines or 24%

The other
Evening Newspaper 48090 lines or 14%

MORNING NEWSPAPERS

The Leader . . 18662 lines or 21%

The other
Morning Newspaper 7056 lines or 4%

SUNDAY NEWSPAPERS

The Leader . . 27860 lines or 39%

The other
Sunday Newspaper 1386 lines or 1%

In consideration of the fact that there were 29 days in February this year and only 28 days last year—and in justice to the Morning Newspapers, the above figures are for 28 days this year vs. 28 days last year. However on the extra day this year, Tuesday, February 29, as compared with the same day Tuesday, March 2—last year—the Cleveland Newspapers made the following Increases or Decreases in Local Display Advertising for Cleveland Merchants. News gained 2716 lines—the other evening newspaper gained 1260 lines—Leader gained 616 lines—the other morning newspaper lost 66 lines.

The Cleveland Leader CLEVELAND, OHIO **The Cleveland News**

Foreign Advertising
Representative

Lane Beers Inc.

250 FIFTH AVENUE
NEW YORK

Mallers Building, Chicago, Ill

Kresge Building, Detroit.

201 Devonshire St., Boston, Mass.

What Legitimately Should Be Demanded of an Agency?

Some Agencies Assume Duties That Can Better Be Performed by Sales or Advertising Managers

By J. D. Adams

[EDITORIAL NOTE: While these views will in some particulars strike many advertisers and agents as heterodox, we feel that they are worthy of consideration, particularly as they emanate from the head of the service department of a prominent agency. PRINTERS' INK will be glad to hear from persons whose experience leads them to opposite conclusions.]

I GUESS my account isn't big enough for you people to bother with. You couldn't afford to give me the amount of service I need," said a prospective advertiser the other day. He was thinking, of course, of the curious fallacy that agency service is dealt out on a sort of merchandising basis; for instance, if agency commissions amount to \$1,000 you get a certain amount of service; if commissions are \$100 you get one-tenth as much service.

In spite of its absurdity, a lot of advertisers half believe in that fallacy, so it seems best to dispose of it before discussing the general theme of what may legitimately be demanded from an agency-service department.

The small advertiser is protected by a law which every agency understands, namely: Accounts of \$10,000 and under are not immediately profitable to the agent. Therefore, if the account is to be handled at all it must be made to grow. But the only way to increase an advertising appropriation is to make the advertising successful.

Now, if there is one task in advertising that places greater demands on advertising brains than any other task it is to get profitable results with a small amount of money.

The conditions are similar to those of a small army facing a very powerful army. The commanding general of the large army can follow the simple, tra-

ditional strategy as fully laid down in the text-books, whereas the commander of the small army must resort to novel and daring expedients. He must seem to be everywhere. He must magnify and screen his meager forces. He must out-think and out-maneuver his opponent every minute of the time.

That is what the director of a small advertising account is up against. The odds are terribly against him. According to all law and traditions he has no right to succeed. But, on the other hand, he must succeed. If that isn't a situation to stimulate a service man and force him to extend himself beyond his limit, I don't know where you will find one.

SIZE OF ACCOUNT WON'T INFLUENCE GOOD SERVICE

Understand that a real service man hasn't the slightest interest in how much money his agency makes out of the account. By the nature of his work he is half artist and half sportsman. He has but two pleasures, professionally speaking: to produce good advertising and to watch that advertising win. He would no more think of measuring the quality of his work according to the importance of the account than would an artist deliberately paint a poor water-color because the subject happened to be a piece of barren and unsalable pasture, or than would a poker-player become indifferent because the stakes were low.

Generally speaking, it is easier for a service man to do his best work than it would be to attempt to produce work of poorer quality, but the one condition that drives him to supreme effort—to do better than his best—is the difficulty of his task.

Class, Trade and Technical Publications

Andy Photographic	Cleveland, O.	Dry Goods Economist	New York City	Mining & Engineering	Chicago, Ill.
Advertising & Selling	New York City	Dry Goods Reporter	Chicago, Ill.	World	San Francisco, Cal.
Beading	New York City	Editor & Publisher and	New York City	Mining and Scientific	Chicago, Ill.
Amateur Photographers	Cleveland, O.	Journalist	New York City	Modern Grocer	Chicago, Ill.
Weekly	New York City	Electric Railway Journal	"	Modern Hospital	St. Louis, Mo.
American Architect	Cleveland, O.	Electrical Review and	Chicago, Ill.	Motor	New York City
American Business and	"	Electrical Age	Chicago, Ill.	Motor Age	Chicago, Ill.
Standard Advertising	Chicago, Ill.	Electrical World	New York City	Motor Print	New York City
American Carpenter and	Chicago, Ill.	Engineer's Monthly	Chicago, Ill.	Motor World	"
Builder	Philadelphia, Pa.	Engineering and Con-	"	National Baker	Philadelphia, Pa.
American Furniture	Chicago, Ill.	struction and Mining	Chicago, Ill.	National Builder	Chicago, Ill.
Manufactures	New York City	Engineering News	New York City	National Engineer	"
American Machinist	Washington, D. C.	Engineering Record	"	National Jeweler &	"
American Motorist	Boston, Mass.	Factory	Chicago, Ill.	New England Grocer and	Boston, Mass.
American Photography	New York City	Fireman's Herald	New York City	Trademan	Des Moines, Ia.
American Printer	New York City	Furniture Journal	Chicago, Ill.	Northwestern Banker	Omaha, Nebr.
American Wool & Cot-	Boston, Mass.	Furniture Manufacturers	Grand Rapids, Mich.	Omaha Trade Exhibit	Omaha, Nebr.
ton Reporter	New York City	& Artisan	"	Paint-The Dealer's	Chicago, Ill.
Architecture	New York City	Furniture Record	"	Maschine	Chicago, Ill.
Architectural Record	Indianapolis, Ind.	Glover's Directory	New York City	Photographic Journal of	New York City
Associated Advertising	New York City	Grain Dealer's Journal	Chicago, Ill.	America	"
Automobile	New York City	Haberdasher	New York City	Official	"
Automobile Dealer &	"	Hide and Leather	Chicago, Ill.	Popular Photography	Boston, Mass.
Reporter	"	Ice Cream Trade Journal	New York City	Practical Engineer	Chicago, Ill.
Automobile Trade Journal	Philadelphia, Pa.	Island Printer	Chicago, Ill.	Printers	New York City
Bakers Review	New York City	International Marine	New York City	Railway Age Gazette	New York City
Bakers Weekly	"	Interstate Grocer	St. Louis, Mo.	Railway Electrical Engi-	"
Blacksmith & Wheel-	"	Iron Age	New York City	Railway Mechanical	New York, N. Y.
wright	"	The Keystone Weekly	Philadelphia, Pa.	Engineer	Chicago, Ill.
Butler Maker	New York City	Longer World Review	Chicago, Ill.	Railway Signal Engineer	Chicago, Ill.
Bust & Shoe Recorder	Boston, Mass.	MacKee's Blue Book	"	Retail Grocer's Advocate	San Francisco, Cal.
Brickbuilder	New York City	Index-Catalogue	"	Retail Grocer's Advocate	San Francisco, Cal.
Building Age	New York City	Manual Training and Voc-	Portland, Ill.	Roadmaker	St. Louis, Mo.
Building and Building	Chicago, Ill.	ational Education	Portland, Ill.	Simmons' Spice Mill	New York City
Management	Chicago, Ill.	Manufactures Record	Baltimore, Md.	Southern Engineer	Atlanta, Ga.
Bulletin of Photography	Philadelphia, Pa.	Merchandise & Equipment	Scranton, Pa.	Southern Lumberman	Nashville, Tenn.
Bulletin of Photography	Philadelphia, Pa.	Merchants Indest.	Denver, Colo.	Tax & Coffee Trade	New York City
Camera	Chicago, Ill.	Merchants Journal	Topeka, Kans.	Textile World Journal	"
Caddy	Chicago, Ill.	Merchants & Manufac-	"	Tin City Commercial	Minneapolis & St.
Carriage Monthly	Philadelphia, Pa.	turer	Nashville, Tenn.	Bulletin	Paul, Mich.
Catcher and Finisher	New York City	Merchants Trade Journal	Des Moines, Iowa	The Woodworker	Indianapolis, Ind.
Coal Age	New York City	Metal Worker	New York City		
Coal Field Directory &	Pittsburgh, Pa.	Metallurgical & Chemi-	"		
Coal Pits	Pittsburgh, Pa.	cal Engineering	"		
Commercial Car Journal	Philadelphia, Pa.				
Courier-Consent Age	Detroit, Mich.				
Craftsman's Journal	Philadelphia, Pa.				
Cotton	Atlanta, Ga.				
Daily Trade Record	New York City				

Above is a complete list of all of the class, trade, and technical publications that were members of the Audit Bureau of Circulations on January 21, 1916.

Note that the list includes but four steam railway papers—and that all four are published by the Simmons - Boardman Publishing Company.

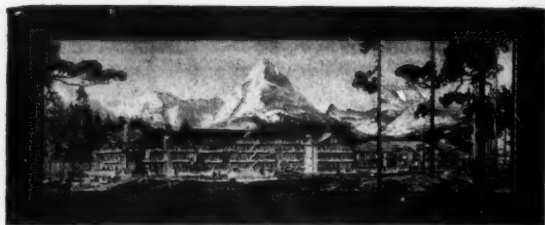
Simmons - Boardman Publishing Company

New York Chicago Cleveland

All the Simmons-Boardman Publications, RAILWAY AGE GAZETTE, RAILWAY MECHANICAL ENGINEER, RAILWAY SIGNAL ENGINEER, and RAILWAY ELECTRICAL ENGINEER, are Members of the Audit Bureau of Circulations.

Meyercord Oil Painting on Canvas

MADE FOR
Great Northern Railway Company



GLACIER PARK HOTEL
Actual Size 19 x 50 inches

These beautiful oil paintings of the Great Northern Railway's new hotel at Glacier National Park are invariably taken for original oil paintings, so cleverly have we reproduced the original oil painting by our process.

They are made in relief oil paint colors. All the technique and coloring of the original are there. Made on regular artist's canvas in pure oil paint colors and mounted on keyed stretchers.

If you have an original oil painting you would like to have reproduced for distribution to your dealers or agencies, let us send you samples of this new process with prices. We originate oil painting for advertisers, too. Get our ideas and samples.

The Meyercord Company Chicago

We also make Decalcomania Transfer Window
Signs, Cut-out Wood Panel Signs, etc.

only cannot maintain this daily contact with the business, but it is not desirable that he should do so. His chief value is his detached and distant observation of the business. The sales manager sees the business from the inside, and the service man sees it from the outside. To the sales manager the goods are something to sell; to the service man they are something to buy.

That is no fine-drawn distinction. I maintain that it is almost impossible for the sales manager really to get the viewpoint of the consumer. To him the transaction is completed when the goods land on the dealer's shelves; but the interest of the service man begins at the other end—with the mental workings, desires and needs of the consumer. The sales manager is pushing the goods towards the consumer and the service man is pushing the consumer towards the goods.

The service man has no business fussing with what is known in advertising jargon as "dealer work." He does it and does it well, because his former experiences have taught him "merchandising" (more jargon), but in the doing of it he is losing his consumer point of view. This dealer work is distinctly a part of the sales manager's share of the campaign, and if he is not qualified to do it himself he should have an assistant to do it. In many well-organized concerns this assistant bears the title of advertising manager, and it is understood that his duties are to interpret the advertising to the trade.

An advertising manager who does that and only that becomes a tremendously important link in the campaign. In fact, he is the pivot of the campaign. I will go so far as to say that few campaigns succeed as they should if they try to dispense with this little-understood and much-abused executive—the advertising manager. He has both the viewpoint of the sales manager and of the service man and binds together the forces of these two factors of the selling campaign.

To sum up: the advertising agency should handle every phase of the work which has to do with influencing the consumer to buy the goods, whether by magazine or newspaper advertising, booklets or outdoor advertising; and the client should have in his organization executives who are competent to attend to all details relating to the trade. When so divided, the work will be done efficiently and profitably.

Post Office Asks Publishers' Co-operation

—Post Office officials are endeavoring to get further co-operation from periodical publishers in the matter of making up mail sacks according to locality, for facilitating work by Department employees.

The "routing" of mail by publishers has been in general practice for years, as is evidenced by the fact that in New York City all but about five per cent of the periodical mail is made up by publishers.

In one month recently there were received at 263 of the largest post offices in the country a total of 2,059,275 sacks of second-class mail, representing 9,086 publications. Of these sacks, more than 82 per cent were fully made up by the publishers and were dispatched intact; nearly 12 per cent were partly made up, and less than 6 per cent were mixed.

The present efforts of the post office officials are directed not so much to getting new recruits for the system as to inducing publishers who have already adopted it in a measure to go even further in the distribution of their mail before turning it over to the postal service.

The Post Office Department officials claim that even the publications of comparatively limited circulation can sack their mail by States and will serve their own interests and those of their advertisers by adopting this short cut.

Class Journal Company Buys Southern Paper

The Class Journal Company, New York, has purchased the *Southern Automobile and Garage*, published at Nashville, Tenn. That portion of its subscription list comprising dealers, jobbers and garagemen will be merged with the circulation of *Motor World*.

New Advertising Company in Louisville

The Stockard Service Company, Louisville, has been incorporated with \$1,000 capital stock by L. E. Stockard, W. D. Stockard and others, for the purpose of doing an advertising business.

How to "Make 'Em Read" the Letters You Write

Some of the Fundamental Qualities in Sales Letters Which Insure Them a Careful Reading

By Harrison McJohnston

"**M**UCH to our surprise, we found out not long ago that many of our letters were not being read, and that many of them were not even opened. This information was the chief result of my trip out into Wisconsin to interview forty or fifty of the men whose names had been on our mailing lists for a long time but without any response from them."

A mail-sales subscription man in a large publishing house was talking. He said that several men told him that they could spot an unopened letter from his house when buried in a bunch of envelopes. There was a monotonous sameness about them which actually made them unwelcome. Each unopened letter took away from the addressee a portion of his respect for this publisher—which would not have been the case had the addressee read the letter.

ENTICEMENTS TO GET A READING

Therefore, this writer set about to devise means of making sure that these men who had received numerous letters from this concern would be led to open the letter and at least start to read it. Plain envelopes, a different color of ink, and stamps with a different cancellation mark on them were used with good results, but not good enough. Then the novel idea of starting the letter on the outside of the envelope was tried with better results, but not good enough. Finally this concern tried a complete change of letterhead wherein the picture of a store of a merchant in the same line of business as that of the addressee was used. This letter began with a message from the merchant whose store was pictured at the top. And the results of this extreme measure to surmount the

habit of not reading letters from this concern were good.

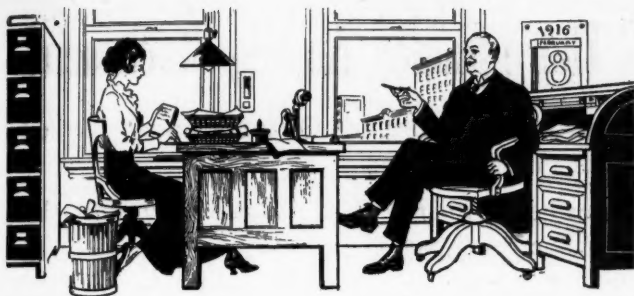
Of course, the average concern is not up against this kind of resistance. Yet it might amaze many letter-writers to know how few letters are read with interest—unless a first-hand study of the habits of the people addressed, in reading their mail, has been made. This is not the fault of the people. When a letter is sent to anyone, the writer is asking the reader to give his time—in reality, his money—to the writer. If the reader happens to be a man whose earning capacity is \$6,000 a year, and it takes two minutes to read the letter, the cost to the addressee is almost ten cents, figuring an eight-hour day. A considerate letter-writer takes this point of view.

Unless the writer is quite sure that his message offers genuine benefit to the reader, he ought to think twice before he sends the letter. Yet, how many letters are sent to a big list of names indiscriminately, in the hope that a paying percentage of the letters will reach and be read by the people to whom they are really intended to go. How few letters go to mailing lists which are sufficiently analyzed and classified. Herein is one basic cause of the difficulty in "making 'em read."

Not all correspondents are as considerate of the reader's time as is the writer who started his letter like this:

"This letter is of interest only to the man who is having carburetor trouble. I don't want to take your time for nothing. But if you do have trouble of this kind listen."

This letter pulled big returns. It was a good letter all the way down, but the element of fairness and honesty in that first para-



Dictate That Letter Now

The important point in choosing the logical territory for your campaign is to consider the buying power of the various sections.

And an equally important point in planning your merchandising and advertising campaigns is the gathering of data regarding the various territories.

You owe it to yourself to secure all available data regarding Boston. Such data will help you gain a foothold in the Boston territory—and it is a market worthy of your best efforts. Among the large cities of the United States, Boston is first in value of property per capita, first in municipal assets per capita, and first in banking power per capita—an indication of high buying power.

Within 13 miles of Boston's City Hall there are 39 cities and towns with a total population of 1,587,093 (State Census,

1915). Such cities as Cambridge, Lynn, Somerville, Malden, Newton and Waltham are within this radius. They help form Metropolitan Boston—the Gateway to New England.

Here is a remarkable market—compact and easily covered, populous and wealthy. If you could interview the City Statistician, the Bank Commissioner, the State Census Bureau, and then consult wholesalers, distributors and dealers, you would be in a position to plan your campaigns with greater certainty.

We will, if you wish, do that work for you. We will give you information which will prove Boston's high buying power. We will supply data covering local trade conditions as related to a product or service similar to yours.

This co-operative service is yours for the asking. Dictate your letter of inquiry now.

The Boston American does not accept advertising of whiskey or habit-forming drugs.

BOSTON AMERICAN

80-82 Summer Street, Boston, Mass.

NEW YORK OFFICE
1789 Broadway

Member Audit Bureau of Circulations

CHICAGO OFFICE
504 Hearst Building

You cannot cover Boston or New England without the Boston American

Is There Money Among Stockmen?

A copy of THE BREEDER'S GAZETTE reveals the best answer to that question.

It breathes prosperity in every page, and especially in its advertising pages.

Capital is behind this paper's clientele.

The stock farm with its good cattle, sheep, horses, hogs, poultry, etc., its silos, its good fences, gates and buildings, its fertile fields and fine pastures, is the home of the American dollar. Wealth that comes TO the soil and FROM the soil as a result of stock-keeping is the wealth that is making America great.

370 Million Dollars' worth of farm animals were cashed in at the Chicago Union Stock Yards alone during 1915.

If you don't know THE GAZETTE please permit us to send you a recent issue. Address

THE BREEDER'S GAZETTE

542 South Dearborn Street - - CHICAGO, ILLINOIS

Member Audit Bureau of Circulations

GEORGE W. HERBERT, INC.,
Western Representative,
600 Advertising Bldg.,
Chicago, Ill.



WALLACE C. RICHARDSON, INC.,
Eastern Representative,
381 Fourth Ave.,
New York City.

I read THE BREEDER'S GAZETTE. I congratulate you on maintaining its high standard. It is a potent influence for good, far more potent, I fancy, than its makers realize.—

R. E. STOUT, Managing Editor "Kansas City Star."

graph was the main cause of its success; for the same letter had been tried without this introductory paragraph, and had failed to pull. Many letters fail to pull because the writer is inconsiderate.

Herein, by the way, is one of the main advantages of using indirect advertising as a means of ferreting out so-called "live prospects" for letter follow-ups.

ANALYSIS OF A LETTER TO MERCHANTS THAT PULLED

Following is a letter which needs no apology. Without much question every shoe merchant in the country would be benefited if he embraced the offer made in it. And this letter illustrates other fundamental ideas which cause shoemen to read it with interest. Accompanied with an attractive, illustrated folder, it pulled big returns:

"DEAR SIR:

"I am considered the leading shoe merchant in my town. This was not so true a year ago. During the past year I have succeeded in causing people to feel that I *know* my business. My sales have jumped 24 per cent. My net profits are better by about 30 per cent. My bank balance tells me this."

"A shoe merchant visiting in Chicago—his name on request—told me this not long ago. I asked him how he did it, and he answered:

"The information in your new book for shoe dealers helped me do it. I studied the human foot. I talked to high-school students on the care of the feet. The parents heard about this. They appreciated it. I put in a little orthopedic department in my store and did some advertising along the lines you suggested. In fact, I used some of the ads you get out for dealers. And the first thing I knew I found that people began to think that I knew my business exceptionally well—and I do. Of course, I knew it pretty well before I studied the book I got from you, but that book helped me make people in my town think so—which is more important."

"This man refers to my new

book entitled 'The Human Foot,' written especially for shoe merchants and their clerks. It is the only book of its kind ever written. Every one of the 390 pages is easy to read, although it treats of foot anatomy, deformities and treatments. Those subjects are important to the shoe man who wants to know his business as thoroughly as possible; but you will find much more in this book. Pages 297 to 317, for example, give an interesting history of footwear from ancient to modern times—all the style changes, illustrated with ninety-seven interesting pictures. Chapter 40 is on fitting shoes—the most practical treatment of this important subject as yet published, while Chapter 41 tells all about proper and improper kinds of hosiery. A chapter is given to each of the common foot ailments, so written that you get a surgeon's knowledge of the human foot—and you enjoy the process of getting it.

"And after you get this information—what?

"Increased sales of foot-comfort appliances at big *net* profits; increased sales of shoes; bigger future business due to the increased comfort from the shoes you sell—from the same shoes you are now selling; gradual increase of the feeling in your town that you know your business exceptionally well. Any one of these advantages is worth many times the price of this book. Will you really get these results? Listen:

"This book, 'The Human Foot,' is really the first fundamental scientific textbook of the retail shoe business. It helps you lift shoe selling from a trade into a profession—and you will agree that a shoe merchant has got to make a scientific profession of his business in order to make real money in these days of rising costs.

"Now this new book is not in any sense a get-rich-quick scheme for you. But it does offer the chance to get the kind of unusual information which will help you increase your prestige and improve your business by getting

more of the people's confidence in you as a wide-awake merchant. I know that literally hundreds of merchants, both in this country and abroad, have done what the merchant I quoted above has done. Will you do it?

"No matter how much prestige you now enjoy in your town, this book will help you add to it. If this statement is true, of course you won't want to ignore it. And, without expense, you can find out whether or not it is a true statement.

"I back up my belief in this book as a valuable asset in *your* business with an offer of the sort that I could not make unless all that I say were founded on my experience in selling orthopedic supplies to shoe merchants for more than a decade.

"If you are not entirely satisfied with this book when you see it, return it within three days at my expense.

"Just sign and return to me the enclosed order blank, and in a couple of days your copy will be on its way to you."

Why do shoe merchants read this letter?—and they do read it, judging by returns. A talk with three shoe merchants in one town who had read and had responded to this letter brought out the following points.

HOLDING ATTENTION, STEP BY STEP

The first paragraph caused each of them to speculate on his relative standing as a shoe merchant in the eyes of the people of his town, and to feel a desire to make sure that he be considered one of the leading shoe merchants—a strong, concrete appeal to pride and ambition.

"His name on request" in the second paragraph served to allay a suspicion that the quoted matter might be fiction—a real suspicion aroused by the fact that each of these merchants had experienced a lack of truthfulness in many letters he had received.

"Well, how did he do it?" was the question in each merchant's mind at the end of the first paragraph. Therefore, he read with interest, but with considerable

skepticism, the third paragraph. But when he had finished the third paragraph he was curious. He wanted to know just what kind of book this was. The fourth paragraph satisfied him on this point—and caused him to picture to himself the profit and the pleasure of getting such information.

SAME MATTER, OTHERWISE ARRANGED, NOT SO EFFECTIVE

This fourth paragraph, by the way, illustrates well how much the right arrangement has to do with holding the reader's attention. The first letter tried out on this book came in after the third paragraph with the "this merchant did it, so can you" idea—which was out of place there, because the question uppermost in the reader's mind at that point is, "Well, just what book is this?" So said each of the three merchants interviewed on this letter. Attention is most likely to be sustained when the reader's leading questions are answered as they arise in his mind.

Having given the reader a satisfying picture of the book, and causing him to get a picture of himself reading it with interest, he is then given a picture of the results—with a final sentence which anticipates the fact that he doubts whether or not a book could do all this for him. Then follows, in the seventh paragraph, a new angle and a point of agreement on actual conditions.

Further to increase confidence, and to allay doubt which might arise from the feeling that the results of reading a book on their business—a more or less absurd notion to each of the three shoe-men interviewed—comes the eighth paragraph, disclaiming the get-rich-quick quack resistance that might have arisen, with a frank, yet tactful, statement that this book will be of help to the reader. If this statement had been made sooner in the letter, it might not have been as effective. And it is not until this far along in the letter that any mention is made of the other merchants who did, and are doing, what the man first mentioned had done—the place

Look for the name



on Locks and Hardware

If our copy is doing its work,
you can instantly fit the
right word into that panel.

Hanff-Metzger
Incorporated
Advertising Agents
95 Madison Ave., New York

*Write (on your business letterhead) for
the Hanff-Metzger "Blueprint"*

Ten Times the Average

THE average gain in advertising of all New York and Brooklyn morning and evening newspapers in February was 4.8 per cent.

The *Tribune's* gain in that month was 46 per cent.—nearly ten times the average.

THE *Tribune's* gain for the first two months of 1916 was 202,695 lines—third in volume and first in percentage on a list of seventeen metropolitan papers listed by the statistical bureau of the Evening Post. Six of these papers showed a loss.

BUSINESS is experiencing abundant prosperity. There is no dearth of advertising for the newspapers. In February, 1916, seventeen metropolitan papers carried 7,253,130 lines, as against 6,919,630 in February, 1915. Of this gain of 333,500 lines 25.4 per cent. was made by The *Tribune*.

THE *Tribune's* consistent gains indicate many truths, but two especially: Advertisers are buying space more intelligently than ever before, and The *Tribune's* record makes it indispensable to those who seek the three requisites of a sound medium—prosperous readers, enough of them and an atmosphere of credibility.

The New York Tribune

**First to Last—The Truth:
News—Editorials—Advertisements**

MEMBER OF THE AUDIT
BUREAU OF CIRCULATIONS

Tribune Service Bureau.

where such a statement would have the best chance of being believed.

Then comes a rapid close, which, by the way, avoids such statements as, "There is no risk to you," "Send for your copy now," and so on—sentences found in one out of three letters received according to these merchants. Yet they are told *emphatically* that there is no risk to them, for a shoe merchant can put two and two together every time. He is necessarily a man who figures close, if he stays in business very long. He is a good market for this book. That is the main reason why this letter is successful. "How much does the book cost" is answered on the circular which accompanies the letter. This circular is the same size as the letter, and is printed on the same kind of paper; it looks like the third page of the letter; so the letter is read before the reader turns to the circular—to get more information about the book, including its price.

But the big point, of course, is that the shoe man reads the letter because the questions that arise in his mind as he reads are answered as they arise, and he has an increasing feeling of satisfaction as he reads.

This letter, by the way, is an evolution. It has gone through three editions—each edition revised in the light of interviews with several typical shoe merchants who did not respond; but who did buy the book for cash from their interviewer—which proved to him conclusively that their failure to respond was due to the ineffectiveness of the letter, and not to conditions.

How to make sure to make 'em read, then, seems to be in great measure a case of making sure that the letter goes to a good market, and of getting first-hand information concerning the effect of the letter on individual readers within that market with a view to effective revision. But very often the demand is there, and the letter fails to make connections with it. Then, of course, the fault is either in what is said in the letter, or in

how it is said, or in both. Most often it is in what is said. In most letters the ideas in the letter are of much greater importance than the manner in which they are expressed—if an idea may be separated from its expression. Yet the arrangement of order in which ideas are presented is extremely important, especially in solving the problem of making 'em read, as was the case of the long letter just quoted.

Another instance of the effect of arrangement on this problem of making 'em read is a letter in which the following paragraph originally appeared in the middle of the letter:

"It certainly looked to me as though a man had to be born a good talker—the statement of —, a business man of Peoria, Illinois."

When this sentence was jerked from the middle to the top of the letter in which it appeared, the results from the letter jumped up about 50 per cent. Its value as a good point of contact in selling to men the means of acquiring the art of effective talking is obvious. It was sufficiently direct and convincing in its appeal to a common desire, combined with an answer to the resistance that talking is a natural gift and not acquired, to cause a paying number of men to read this letter, which otherwise seems open to criticism from the point of view of the reader.

This matter of the right arrangement is probably a case of "how" rather than "what." Yet it is true that gripping and holding the reader's attention is primarily a matter of *what* is said in the letter, although effective arrangement largely presupposes the right contents.

PRELIMINARY PLANNING MOST IMPORTANT

Planning the contents of the letter is most important. And if the planning is efficient, if it takes into consideration all actual conditions, including accurate appreciation of what the readers already know and think about the proposition to be presented, the

writing of the letter is likely to come easy and natural, and be free from rhetorical fireworks, which rhetorical cleverness usually stirs up more or less suspicion in the minds of the reader; for nearly all of us are really opposed to displays of cleverness. Cleverness and trickery too often are fast friends.

Thus the most fundamental requirement for injecting reader's interest into a letter lies back of the actual writing of the letter. But when effective planning is hooked up with interesting presentation we are likely to have an interesting letter, sure enough. What constitutes interesting presentation?

First, it is writing that gives the reader the greatest amount of thought in return for the least expenditure of energy on his part. In other words, clear expression, accuracy and adequacy of expression; using neither too many nor too few words or statements; and preference for short words and statements, and for definiteness and concreteness of expression. All these elements of how ideas are presented have direct bearing on the problem of making 'em read. Illustrations of all these elements in letters are plentiful and well known—though too often neglected by letter writers. Nearly all of them are illustrated in the long letter quoted above.

The ideas in that letter, however, are of much greater influence in causing 'em to read it than is the expression. An old schoolmaster of mine defined interest as "that which makes a difference." It makes a marked difference to a shoe merchant as to what standing relatively he holds as a merchant in his town. The amount of "difference" it makes to the reader will measure the degree of his interest in what is said.

How know what will make a difference to the reader? The answer, if accurate, involves considerable knowledge of the reader's environment, and of his aims and ambitions—in short, involves the ability to imagine one's self in the place of the reader. The

exercise of imagination to this end involves—and it won't hurt to repeat it—accurate *knowledge of conditions* which surround the reader. Then, and then only, is it easy to know what facts will "make a difference" to the reader.

This may sound a bit theoretical; but it is a summary of the experience of several men who write effective letters, and in all probability would agree with the experience of nearly all men who write effective letters. In ninety-nine ineffective letters out of a hundred, the main cause of failure lies in the lack of accurate or complete information concerning conditions surrounding the reader in his relation to the proposition set forth in the letter.

Therefore, the real basic means of making a letter interesting to the reader lies, as do all other virtues in letters, in the writer's ability to put himself into the reader's shoes, and to anticipate accurately the effect of each word and sentence and idea. Given this ability, and the other requirements for writing an interesting letter follow—unless the writer lacks good horse-sense.

American Radiator's Year

The American Radiator Company, for the fiscal year ended January 31st, had net profits of \$2,364,953, an increase of about \$75,000 over the previous year. Dividends on the common stock amounted to \$1,309,696, an increase of \$388,000. The amount earned on the common stock was equivalent to 26.32 per cent, compared with 25.39 per cent the previous year.

The falling off of the business of foreign companies selling radiators in the United States, according to the report of President C. M. Woolley, added to the sales here of the American Radiator Company. On the other hand, he pointed out, the sales of the foreign companies of the American Radiator Company had also fallen off as a result of the war. No dividends have yet been declared by any of the foreign companies. Their combined net profits for the fiscal year were \$302,580.

Canadian Manufacturer Begins Advertising

The W. T. Benson, Canada Starch Company, of Cardinal, Ont., has inaugurated its first general campaign of advertising. Newspaper copy, ranging in size from single-column four-inch to four columns has recently been sent out by the McKim Agency.

Further Facts on Application

Over 11,600 inquiries
on a 1/38" and up propo-
sition, at a cost of less than
69¢ each. "Inquiries of a high
quality," says the advertiser

CAN you ask for better evidence
—that our over 2,000,000 circulation repre-
sents *quality in ample quantities*
—that our readers really *read our magazine*
—that they are *responsive to our advertising*.

AMERICAN SUNDAY MAGAZINE

CHARLES S. HART, Advertising Manager

220 FIFTH AVENUE
New York City

Over 2,000,000 Circulation

911 HEARST BUILDING
Chicago

1600 Trade Reporters

Today we have at different points in the United States over 1600 Trade Reporters who work promptly and thoroughly in connection with our organization, and work for us alone.

Do you want to know:

What the dealer thinks of your goods?
 What the consumer thinks of your goods?
 What your competitors are doing?
 If your selling methods are producing results?
 If your advertising is reaching your customers?
 If you should change your advertising or selling plans?
 If you should change any detail of your product?

Do you want to find:

The unconsidered avenue to larger business?
 The leaks in your present distributing methods?
 The reasons for demand for competitive products?
 The appeal which will sell the consumer?

We get all this and much more information, quickly. Naturally, the result of these Merchandising Audits give us *accurate* knowledge on which to plan, prepare and recommend an advertising campaign.

Naturally, the information we have gathered and are gathering is a great help to us in *all* our service to *all* our customers, whether they require the Merchandising Audit or not.

A personal interview is the best way to get a complete impression of this work of ours. Appointments may be made by mail, wire or telephone.

MAHIN ADVERTISING COMPANY

104 South Michigan Avenue, Chicago

Long Distance Phone, Randolph 6600

WILLIAM H. RANKIN
President

WILBUR D. NESBIT
Vice-President

HERMAN A. GROTH
Secretary-Treasurer

Court Rules on Territorial Brands in Famous "Tea Rose Case"

Trade-marks Must Be Advertised Throughout the Entire Market

THE Supreme Court of the United States handed down a decision, March 6, in the famous "Tea Rose Flour" case, which involves the status of territorial brands and indirectly that of private brands. This case has been before the courts since 1912, and the decision has been looked forward to with great interest by manufacturers in fields where territorial brands are widely used.

It is familiar doctrine that property in a trade-mark is not limited by territorial bounds, but may be asserted and protected wherever the law affords a remedy for wrongs. That doctrine, however, according to the Supreme Court of the United States, is true only "in a limited sense."

"Into whatever markets," says the court, "the use of a trade-mark has extended, or its meaning has become known, there will the manufacturer or trader whose trade is pirated by an infringing use be entitled to protection and redress. But this is not to say that the proprietor of a trade-mark, good in the markets where it has been employed, can monopolize markets that his trade has never reached and where the mark signifies not his goods but those of another."

In other words, unless the owner of a mark takes care to make his ownership known throughout the entire market, he may not be able to plead priority of use against one who has adopted the same mark innocently.

Such is the final conclusion in the "Tea Rose case"—The Allen & Wheeler Company vs. Hanover Star Milling Company—involving the exclusive right to the use of the mark "Tea Rose" for flour. The Allen & Wheeler Company, an Ohio concern, had adopted the name in 1872, and had used it intermittently upon flour which it sold in certain States north of the Ohio River. The Hanover Star

Milling Company, an Illinois corporation, adopted the same name quite innocently in 1895, and used it on flour which was extensively advertised and sold in Alabama, Georgia, Florida and Mississippi. The two brands did not come into competition until 1912, when The Allen & Wheeler Company brought suit for infringement. The District Court granted an injunction on the ground that the Ohio concern showed undoubted priority of use. This decision was reversed by the Circuit Court of Appeals on the ground that "Tea Rose Flour" meant the product of the Hanover Star Company in the territory involved in the suit, and to grant an injunction would be to destroy the property built up by years of honest effort. The case has been an object of great interest in the milling trade, where territorial brands are widely used.

The Supreme Court, in its decision handed down March 6, agrees with the Circuit Court in all essential particulars.

"So far as the proofs disclose," the opinion declares, "the Allen & Wheeler mark has not been used at all, is not known at all in a market sense, within the sovereignty of Alabama, or the adjacent States, where the controversy with the Hanover Star Milling Company arose. . . .

"Allowing to the Allen & Wheeler firm and corporation the utmost that the proofs disclose in their favor, they have confined their use of the 'Tea Rose' trade-mark to a limited territory, leaving the southeastern States untouched. Even if they did not know—and it does not appear that they did know—that the Hanover Company was doing so, they must be held to have taken the risk that some innocent party might, during their forty years of inactivity, hit upon the same mark and expend money and effort in building up a trade in flour under it. If, during the

long period that has elapsed since the last specified sale of Allen & Wheeler 'Tea Rose'—this was 'in the later 70's'—that flour has been sold in other parts of the United States, excluding the southeastern States, no clearer evidence of abandonment by non-user of trade-mark rights in the latter field could reasonably be asked for. And when it appears, as it does, that the Hanover Company in good faith and without notice of the Allen & Wheeler mark has expended much money and effort in building up its trade in the southeastern market, so that 'Tea Rose' there means Hanover Company's flour and nothing else, the Allen & Wheeler Company is estopped to assert trade-mark infringement as to that territory."

The court lays great emphasis upon the fact that the Hanover Star Company had invested much money in advertising its brand in the territory under discussion, while the Allen & Wheeler concern had made no effort to make its brand known.

A case decided at the same time, and involving the same trade-mark, is that of the Hanover Star Milling Company vs. D. D. Metcalf. Metcalf was a local dealer who procured flour from an outside mill under the "Tea Rose" brand, and sold it in competition with the Hanover Star Company. The Supreme Court holds that the words "Tea Rose" have acquired a secondary meaning in that territory, as referring to the product of the Hanover Star Company, and that the latter concern is entitled to an injunction against Metcalf irrespective of its affirmative rights to the trade-mark.

W. V. Bennett Joins Butterick

Walter V. Bennett, formerly with Frank A. Munsey, and prior to that with the *Christian Herald*, is now associated with the advertising department of the Butterick Publishing Company. He will cover Pennsylvania and the Southern territory for the Butterick Company.

H. R. Hovey has been appointed advertising manager of the Swansdown Knitting Mills and Lastlong Underwear Company, with office in New York.

Technical Advertiser Addresses College Teachers

A double-page advertisement of the Gronkvist Drill Chuck Company in technical publications is interesting in that it shows a definite attempt on the part of a technical advertiser to interest the college professor in the product advertised.

The advertisement was headed—"An Open Letter to Professors and Teachers of Mechanical Science in Universities and Colleges of Engineering." The introductory paragraphs read:

"Our records show that during the last few years we have had a few hundred inquiries for the Johansson Gaging System from universities and colleges teaching Mechanical Science. We have even a number of letters from individual professors expressing regret that the appropriation was not passed. *But we never received an order from this source.*

"The above illustrates that the men in this country who are to be held responsible for the coming generation of mechanics are very much alive and up-to-date. They have apparently accepted the indisputable fact that the Limit System is the Shop System, and that their students ought to be acquainted with that wonderful mechanical achievement—the Johansson Gaging System. *It is to be regretted that action never followed.*

"This is an age of specialization, systematized and scientific working. A Mechanical Age! Competition is keen and will grow fiercer yet. Just as a man with knowledge and ability to use it will meet success, so will to-day a nation, that teaches her mechanics not only production but above all elimination of waste, succeed in both conquering and holding the world market—*your mission just now is of tremendous importance.*

"Teach your students accuracy. Tell them the world cannot any longer afford waste. Things must be done right the first time—all the time.

"Teach the Limit System!"

Dailies to Reach Farmers

Daily newspapers with rural circulations will be used by the Canada Cement Company in the future to reach the farmers and educate them in the many uses to which cement may be put on the farm. The first copy to appear on Ontario papers ran on March 2nd and contained an offer of a booklet entitled "What the Farmer Can Do with Concrete."

Green Agency Has Modart Account

The Carl M. Green Company, of Detroit, is now handling the advertising of the Modart Corset Company, of Saginaw, Mich.

Loren Robinson, for the past two years with the *Detroit Free Press*, has joined the Green Company.

Reaching for Information

On How to Produce—Where to Sell—What to Buy



In a Sales Field Seething With Opportunities

ATROPHIED European supplies, interrupted European competition—trade walls erected and trade walls destroyed—are forcing American manufacturers to find substitutes for materials formerly used and tempting them to supply new markets. The advertising pages of

Metallurgical & Chemical Engineering

reflect this activity in many fields.

Perhaps your product is exactly what some manufacturer needs to meet new conditions or to increase the capacity of his plant. A new, active, profitable, immediate market for you may quickly develop from your advertising in this *rapidly* broadening field.

Ask us to tell you more about it.

McGraw Publishing Co., Inc., 239 W. 39th St., New York

Electrical World

Electric Railway Journal

Engineering Record

Metallurgical & Chemical Engineering

Members Audit Bureau Circulations.



FIND

Don't Waste

❏ Don't waste your ammunition by dropping out of the range of your market.

❏ The Sperry Magazine is the track range medium on the continent that brings the consumer at the logical point of contact—the store.

❏ The peculiarly direct delivery enjoyed by

❏ We know the 500,000 active consumers every month—who are waiting for one of them.

THE SPERRY

2 West Forty-fifth Street

A. E. MACKINNON, *Business Manager*

THE RANGE!

Don't Waste Your Ammunition

by dropping advertising projectiles out of

track range finder in that it is the only
s the consumer and manufacturer together
e store.

njoyed by every copy eliminates trial shots.

ve consumers who are reading our publi-
raining for it—and we never disappoint

RY MAGAZINE

- - - New York City

JOHN · LEE · MAHIN

Announces the opening
of offices in the Aeolian
Building, at Thirty-three
West Forty-second Street,
New York, at which ad-
dress he will engage in
business, on May Third,
Nineteen Sixteen , , ,

Conferences on problems connected
with advertising may be had—by
appointment—in the meantime



JOHN · LEE · MAHIN
ADVERTISING
33 WEST 42nd STREET
NEW YORK

Getting at Future Big Buyer in School

Overlooked Opportunities of Manufacturers Detailed by Prof. Furman, of Stevens Institute of Technology, Before Technical Publicity Association—What Is and What Not Wanted

THAT much remains to be done by manufacturers in the technical lines and by the technical schools to educate the present student and future buyer was the conclusion presented by Prof. F. de R. Furman, of Stevens Institute of Technology, Hoboken, at the March dinner of the Technical Publicity Association of New York, held at the rooms of the Advertising Club, March 10.* Elliot Reid, of the Westinghouse Lamp Company, and chairman of the entertainment committee, was in the chair and forty members and guests were present.

Summed up, said Prof. Furman, the situation is that educators have not explained or realized just what they want for their students, and manufacturers, while often anxious to reach the young men, have not condensed or simplified their material. He mentioned inaccuracies in blueprints and described how the engineering departments of some manufacturers had forced him to spend a lot of time to discover that mistakes had been made and that they had not known it. He suggested that they could all get together a great deal quicker if they would frankly admit they did not know when such was the case.

Inaccurate use of technical terms was another difficulty he instanced. "We can't swear these things off with the teaching we give," he said. "Much will be gained by holding to technical accuracy."

He told how an unintelligible blueprint was transformed in a

few minutes into a clear drawing by an engineer who put in a few arrows and explanations in red pencil.

Some difficulty had been encountered in getting manufacturers to contribute adequate data. After the professor had secured them himself in one case, the manufacturer showed a belated willingness to help. There appeared to be no reason why they could not have been given before.

He had no objection to showing manufacturers' catalogues and mentioning their names, though he knew some college lecturers would not do so. He thought this disinclination might be overcome if there were some central agency to supply all data needed. Then the educators would select such as they wished without being sensible of any commercial pressure.

He suggested that lantern slides would be welcomed by many educational departments. Test figures were not desired as a rule unless they were tabulated and made by a disinterested investigator. Pictures had some value, but he would not exaggerate it. Panels and wall boxes of models and exhibits he considered very desirable, especially such models as were shown in cross-section or otherwise cut open.

MATERIAL AID WOULD BE WELCOMED

The defective engines that manufacturers scrapped would be useful to technical schools for sketching purposes and schools would generally be only too glad to pay the freight to get them. It might easily be worth much to the manufacturers to have them there. Much more would this be so in the case of perfect engines of the kind needed for study and demonstration. He suggested that there was so much advertising value for a manufacturer in having his engines studied by future buyers that they might well see their way clear to let the schools have them at cost.

In this connection he said that the majority of graduates from Stevens, and he thought it was true of other technical schools, went into the general line,

*In connection with the discussion at this meeting of the T. P. A., readers of PRINTERS' INK may refer to the article entitled, "Campaigning on Future Buyers While They Are Students," published in the issue of Dec. 30, 1915.

that is, became managers and manufacturers rather than factory superintendents. It was consequently more desirable to reach them effectively than if the other tendency had prevailed.

He commended the Catalogue Studies System. If books and catalogues were sent to schools he believed they were most effectively distributed by the professors themselves. The best size of catalogue or book for schools was the 9x6 inches text-book size.

There was an opportunity for publicity in factory visits that he thought was too often neglected. The enthusiasm of young men was chilled when an uninformed clerk or colored porter showed them through the plant. The best technical men available were none too good for that purpose, if the object was to educate and impress the future buyer. Small intimate parties were better than large, but one good guide was better than three or four mediocre ones.

For similar reasons, demonstrations at colleges by factory men were futile unless the lecturers had the gift of exposition, and the subject were otherwise made vivid. Technical students had their saturation point of technicalities and would not take up more unless it were transformed by interest.

INDISCRIMINATE DISTRIBUTION EXPENSIVE

Charles A. Hirschberg, of the Ingersoll-Rand Company, raised the point of the cost of distributing expensive catalogues and booklets to students. He supposed there were 25,000 students in 80 or 90 technical schools. He would rather subscribe to some plan to make catalogue study vital to those schools by some such plan as the Catalogue Studies System than distribute \$6 worth of literature apiece to a considerable proportion of 25,000 students, especially as he had determined that only five per cent of the number went into businesses buying Ingersoll-Rand products. O. C. Harn, of the National Lead Company, and L. F. Hamilton, of the National Tube Company, con-

fessed that they had found certain exhibits too expensive to continue under the advertising appropriation.

Professor Furman said that there had been no trouble in getting material up to two or three years ago. Since then many large houses had cut off their supplies. This was no doubt due to the increasing number of technical courses in high and trade schools. Manufacturers could not serve all, and so were cutting all off.

Industrial films were commended by Mr. Harn and Mr. Hamilton. Mr. Hamilton said he was using three sets now and was going to use more to satisfy the demand. He preferred to send out his own men with them, and to select the meetings where they were shown.

T. A. Rickard, now of London, editor and publisher of *Mining and Scientific Press*, said he was agreeably surprised at the professional spirit and exchange of information here. He was trying to introduce it into England.

George F. Whipple, of Boston, described the Catalogue Studies System for technical schools which 156 manufacturers up to the present time have co-operated in establishing and carrying on. He told how one manufacturer had spent \$1,600 on pocket memorandum books last year and found them practically neglected and was this year spending one-fourth of that and making his literature useful to the students.

St. Louis Admen Double Size of Their Quarters

The St. Louis Ad Club, having outgrown its headquarters in the Majestic Hotel, is now in the Chemical Building, Eighth and Olive streets, where it has a room which accommodates 400 at a lunch gathering. The walls are decorated with a display of "made-in-St. Louis" Direct Advertising of every type.

Hutchinson Joins Chappelow Agency

L. Mayo Hutchinson, for six years chief clerk of the passenger department of the Rock Island Lines, St. Louis, has joined the selling department of the Chappelow Agency, St. Louis.



Pictures **SPEAK** in all languages, and in many instances, they can be made to carry a story, which it is impossible to convey by words. People see and understand pictures, long before they can read or write.
—(Standard Advertising).

The Ethridge Association of Artists

NEW YORK STUDIOS
23-25 East 26th Street

CHICAGO STUDIOS
220 So. State Street



ESPECIALLY the young, active Y. M. C. A. members buy a lot of things in the year for their own personal necessities. And for all the thousand and one things needed for their living and enjoyment in the Y. M. C. A. branches an expenditure of millions of dollars must be made every year.

Manufacturers of things for men and of the many kinds of products that must be bought for the running of Y. M. C. A. branches will have the best chance of getting into this big field through the advertising pages of "Association Men," the official organ of the Y. M. C. A. Advertisers in "Association Men" have the benefit also of regular advance information of Y. M. C. A. building and other developments.

ASSOCIATION MEN

F. A. WILSON-LAWRENSON
Business Manager

124 E. 28th St. . . . New York

HARLEY L. WARD, Western Representative, 19 So. La Salle Street, Chicago, Ill.

How a Storage Warehouse Makes Its Advertising Pay

Means by Which a Business That Is Different and Cannot Be Advertised Has Widened Its Field and Enlarged the Radius of Its Activities

By Eskholme Wade

ABOUT all that a storage warehouse company has to offer the public are the services carried on within its walls. And these services are so placid in character and so somnolent in nature that they don't seem to lend themselves readily to any kind of wide-awake advertising. The sphere of activity of such a business seems on the face of it to be limited to the patronage of those dwelling in the vicinity of the premises, and to be circumscribed by the activities of any competing warehouse that may raise its roof nearby.

This may be a pleasant and comfortable way of carrying on business, and there may be plenty of time for rest cures and somnolent repose during temporary lulls in trade. But it has one inevitable disadvantage: It reduces most of the efforts to win custom and attract trade to a purely competitive basis. When a price is quoted for the removal or storage of goods or any other service, the paramount thought in the bidder's mind is how to secure the contract by shaving the quotation a few dollars below that of competitors. This is not a healthy state of things for any trade, and especially a trade-selling service.

The Pioneer Warehouses of Brooklyn, N. Y., have been one of the first storage and removal concerns to realize the futility of the general attitude that the "busi-

ness was different." And this futility is proved by the fact that their advertising has gradually grown from less than a dozen poster signs put up here, there and anywhere, and a few two-or-three-line slogans peppered promiscuously in the pages of the New York daily press, to a whole chain of signs stretching all the way from Boston to Los Angeles and a metropolitan newspaper campaign, planned with as much fore-



**"Gentlemen of the Board,
Our Valuable Records Should be
Kept in a Fireproof Building,
Away from the Office,"**

The Pioneer Fireproof Storage Warehouses (largest and most modern in New York) have specially fitted rooms for the storage of Business Records, Duplicate Files and other office data as low as \$5.00 a month. Accessible 8 A. M. to 6 P. M.

The most important Manhattan Corporations and Firms are using our facilities. They should interest you: Have our representative call and talk it over.

The Nevins St. Subway Station
—7 minutes from Wall St.—
is at our door.



OUR 36TH YEAR

NEWSPAPER COPY AIMING TO INTEREST LARGE CORPORATIONS IN USE OF THE STORAGE VAULTS

thought regarding timeliness of appeal and striking headlines as a department store devotes to the offering of seasonal novelties or the latest mode in hats.

It took several years for the Pioneer Warehouses to discover the right kind of advertising. Starting its career in that highly competitive business of moving

goods and chattels from one part of New York to another, to-day the concern is ready and equipped to transport anything between any two points of the globe where moving vans can penetrate. From this beginning naturally sprang a storage warehouse or resting place for goods temporarily without a home. The hour of removal is the time for cleaning and renovating and so followed an offer to cleanse rugs, carpets and draperies and to insure against the moth and rust that corrupt and the fire that destroys. Most homes own a certain number of precious possessions and thus a further development was to offer to store silver and like valuables in safety deposit vaults. As these vaults are equally adapted to the storage of valuable business documents, a new field of enterprise opened in this direction.

URNS BIG FIRE TO ACCOUNT

The possibilities of this field were laid bare a few years ago when one of the largest insurance company's building was destroyed by fire. This disaster forced these people to seek a temporary and safe home for their precious papers. A large section in the Pioneer Warehouses was rented for this purpose. One hundred van loads of valuable records were housed therein. And since this date the insurance company has made use of the premises for the storage of valuable documents, papers and records.

This catastrophe and the new use to which the warehouses were put brought home to the Pioneer Warehouses two things that nobody so far had thought of. Fire is the most costly of all interruptions to business. Most storage or safety vaults are located in the basements of big buildings. When a big fire occurs the basement may be buried for days and even weeks before valuable papers stored below the level of the street can be extracted. Therefore duplicates of all valuable records ought not only to be stored away from the building but they ought to be located in a vault on the street level so as to

be much more readily accessible in case of fire.

"Up to the time of the fire," said Louis L. Firuski, owner and proprietor of the Pioneer Warehouses, to a representative of PRINTERS' INK, "I had done a certain amount of advertising because I have always believed that the psychological effect of sustained publicity is just as valuable for a storage warehouse as it is for the sale of soap or any commodity. But the copy which in those days I wrote myself was designed more with the idea of impressing the special features of Pioneer service upon the public than with the object of making business men realize the advantages to them of using my safety storage facilities. No attempt had been made to link these services with something that the public is much more interested in, to wit, the security of its most precious possessions. And the fire revealed to me the proper avenue of approach in securing the attention and arousing the interest of my possible customers.

"As the work became too much for me personally to handle when I decided to increase my press campaign, I turned it over to the agency of Sherman & Bryan. For the last three years they have been in charge of the publicity of my rather peculiar business. You cannot arouse a desire to move and you cannot stimulate a demand for storage space, however striking and eloquent your appeal may be. But you can so impress the name and reputation of your business upon the public that, when any service such as you render is needed, your name will be the first to come to mind when bids are asked for the particular work that needs to be done.

"I may not be always able to trace my returns because quite 75 per cent of my business comes in over the telephone. But I have abundant proof that the advertising pays in the steady growth of my business. It is true that customers have occasionally come to me with an advertisement two or three years old clipped from a daily paper; and others have mentioned seeing my signs between

You will enjoy the March issue of

"Paragrafs"

NOT ONLY is it the cheeriest, breeziest, most artistic little book imaginable but it is also chock-full of just the information every advertiser wants about White Mountain Enamel and Roycroft Antique Book Papers and particularly about

Worthmore Bond

"It has the Crackle"

¶ The article on Bond Papers will give you a better understanding of the various grades of writing paper. No,—Worthmore Bond does not stand at the head of the list,—but it leads in its particular grade,—the peer among moderate priced bond papers. The issue is printed on Worthmore Bond and contains a pad of Worthmore Samples in ten colors for ready reference.

¶ Our perfect warehouse system, convenient to all points east of the Mississippi, enables us to give even better deliveries than if we were to ship direct from our mills.

*We want every subscriber to Print-***"Paragrafs"***ers' Ink to be a regular reader of*
If you are not already on our mailing list please advise our nearest division.

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

BIRMINGHAM

DETROIT

ATLANTA

Bay State Division—Boston

Smith-Dixon Division—Baltimore

New York Office—Fifth Avenue Building

Chicago Office—Peoples' Gas Building

The Baltimore Sun

Shows Remarkable Gains
in
Automobile Advertising
in February

AUTOMOBILE ADVERTISING

		GAIN
The Sun	1916—30,600 Lines 1915 — 18,622 Lines	11,978

		GAIN
2nd Paper	*1916—26,400 Lines 1915 — 19,044 Lines	6,356

		GAIN
3rd Paper	1916—12,369 Lines 1915 — 11,095 Lines	1,274

* THE SUN ranked second for February, 1915. The year of 1915 showed a gain of 131,183 lines over 1914 in automobile advertising, or an increase of 59.5%.

CIRCULATION MORE THAN
161,000 PAID DAILY

THE SUN is the only Baltimore paper that continues to publish daily its net paid comparative circulation figures.

New York and Philadelphia and making a mental note of the name. But the real proof of the value of my publicity lies in the fact that I have had to build and enlarge the warehouses five times in fourteen years, my floor area has increased from 49,000 to 220,000 square feet, and the value of my transport equipment has grown from \$30,000 to over \$100,000. In a business such as mine this expansion would have been impossible without advertising."

The new campaign opened with

in location was turned into a selling point of merit.

These general appeals were made more specific a few weeks later in slightly smaller advertisements addressed to particular classes of business and professional men in the same mediums. Such headlines as "Mr. Builder, If You Should Lose That Contract," "Insurance Companies, Have a Care!" "Real Estate Firms—Defy, Don't Decry," might be expected to make those addressed sit up and take notice where a



PAINTED SIGNS LIKE THIS ARE SCATTERED ALONG RAILROADS FROM COAST TO COAST

4x5-inch spaces in about a dozen New York dailies read by the commercial and professional classes. These advertisements were headed by such headlines as "Fire Is the Most Costly Interruption to Business," "How About Your Duplicate Record Room?" "Seven Minutes from Wall Street to Business Safety!" and so on. The copy emphasized the advantages of storing documents and valuables away from the lower Manhattan congested district in the readily accessible and more open district of Brooklyn over the river. Thus what at first might have seemed to be a disadvantage

mere announcement of the existence of the Pioneer Warehouses would not have caused the raising of an eyebrow. The copy that followed, while not exactly hair-raising, was still sufficiently forceful to make those who read it realize that prevention is worth all the cure there is; and that the cautious business man can no more neglect to secure his valuable records against destruction than he can neglect to insure the premises in which he carries on his business.

This plan of campaign soon proved its worth. It enabled the concern to secure the leads needed

to get the utmost possible return from the work of its representatives; and it made profitable the distribution of an expensive booklet—a booklet in which the numerous services rendered by the Pioneer Warehouses are described in detail and illustrated in a way that stamps the solidity of the building, the security of its safety vaults, and the stability and progressive character of the firm on the reader's mind.

To strengthen the idea of the stability and the wide ramifications of the business, the poster advertising has been extended until now the signs can be found in most towns of importance between New York and the Pacific Coast. Superficially considered, seeing that the warehouses are rooted in New York, and the business is more or less local in character, it might seem as if this were casting advertising bread upon far distant waters with little or no hope of return. There are two underlying motives, however, to this enterprise. The first is to add to the prestige of the firm by stamping it on the mind of the traveler as a concern with a big and growing field for its operations; and the second is to connect with moving and storage houses all the way across the continent so that people who are moving to New York can be handed over to the care of the Pioneer Warehouses whose complete equipment is at their service; and the Pioneer Warehouses reciprocate by passing on any of their customers who are moving westward.

"About a year ago," said Louis L. Firuski, "a man wrote to me from Pasadena, Cal., to ask me if I was crazy. He had seen one of my Californian signs and the idea of a New York house advertising its storage and moving facilities in the far West seemed to him modern publicity run mad. Yet it happened that a few months later this same man had to move with his family to New York. Needless to say we handled his goods and chattels in this city.

"For reasons such as these my signs feature the moving branch of the business, not neglecting,

however, to give the telephone number, to mention the fireproof warehouses and the vaults for valuables, and to include the slogan of the business, 'Ask the people for whom we work.'

"This is a pretty good slogan for any firm selling service. In fact it is so good that it has recently been copied by a competitor and I have had to devise a new one—'Pioneer Service Means Perfect Satisfaction.'"

In other words, Louis L. Firuski has reached the stage of believing in advertising as an investment and not as an expense of to-day that must necessarily be paid for to-morrow.

Relic of War Times in Tobacco Window Display

As an instance of the way in which display matter sometimes comes unsolicited to manufacturers there may be cited a recent letter reaching D. H. Ball, vice-president of the P. Lorillard Company, New York, from J. Zimmerman, residing in Virginia. Mr. Zimmerman set forth that, during the time of the Civil War, he employed himself with the decoration of a shanty-door, using the tags off plugs of P. Lorillard tobacco. He had spelled his name, the year "1865," and had constructed various designs in the face of the door, and when the shanty was razed he had preserved his handiwork. Furthermore, he was sending it by express, prepaid, and trusted it would be kept for many years to come by the Lorillard Company. The trophy is to be sent en tour through the trade as a window-display feature.

New Use for Salt

Ernest Edgren, formerly commercial agent for a railroad at Nanking, China, and later with the Pacific Mail Company at Hongkong, is thus quoted in the *Kansas City Star*:

"No one knows how many people there are in China," he said. "The census figures say 400 million, but that is a guess. No census ever has been taken. The government arrives at its population figures by an odd method. It has a monopoly on salt. By estimating the average per capita consumption of salt and dividing the total consumption of salt by that figure, it is able to make a fair guess."

Increasing List for House Publication

Mandel Brothers, Chicago, are offering in their magazine advertising a free subscription to "Mandel's Magazine" with each order for a specially advertised silk skirt.



THERE are many advertising agencies that are splendidly equipped to buy space in periodicals, check advertisements and superintend the mechanical details of a publicity campaign.

But real *creative* ability is scarce.

ROMANCES OF BUSINESS

is a little book containing six thoroughly human stories of business success, written by the president of this company and originally published in the Chicago Herald.

We will be glad to send it to executives or advertising managers who are interested.

The POWER·ALEXANDER & JENKINS·COMPANY
General Advertising
DETROIT

The net cash paid circulation of The Seattle Daily and Sunday Times for February, 1916, was:

Daily average **71,059** Copies
 Sunday average **81,048** Copies

No premiums. No contests. Figures open to inspection by any advertiser.

As usual The Times carried more paid advertising than was carried by the two other newspapers of Seattle combined.

TIMES PRINTING COMPANY OF SEATTLE

JOSEPH BLETHEN
Pres. and Gen'l Mgr.

C. B. BLETHEN
V.-Pres. and Editor

Home Office—
The Times Building

Seattle
Washington
Cor. Second Ave. and Union St.

Eastern Representative—
The S. C. Beckwith Special Agency

Tribune Building, New York
Tribune Building, Chicago
Third Nat'l Bank Bldg., St. Louis

When a Trade-mark May Be Used on Samples

No Restriction After Title to the Mark Has Been Established and Registration Certificate Issued—Sampling Should Follow Sales to the Trade, in the Case of Newly Trade-marked Product

HOW about trade-marks on samples? This question, in one guise or another, is asked of the trade-mark officials at the United States Patent Office at least a dozen times a week. Moreover, the curiosity of advertisers and manufacturers with respect to the status of trade-marks on samples seems to be steadily growing. Perhaps the increased recourse to sampling as a means of introducing goods has had something to do with it, but there are, likewise, other explanations.

Many manufacturers, if one may judge from the letters received at the Patent Office, are concerned as to their right to use their trade-marks on samples that are to be distributed free in advance of the placing on the market of the goods in their regular form. Other advertisers would like to make use of trade-marked samples—economical and convenient—in lieu of full-fledged units in complying with the requirement of the law to the effect that a trade-mark in order to be eligible for registration shall have been used in interstate commerce. The trade-mark tribunals have announced several decisions that help to clear up these misty points with respect to trade-marks on samples.

That the distribution of a few samples will not serve a trade-mark purpose has been ruled most emphatically in the case of *Pater-son vs. Hay*. Here the trade-mark involved was the mark of identification for a liquid-binding agent for roads, etc., and it appeared that the only use made of the mark prior to the filing of an application for registration was upon a small number of gallon

cans of the solution which were shipped as samples. The Patent Office ruled that such sampling did not constitute a use upon which any trade-mark right could be based.

In a measure, the disposition of the officials to rule that the use of trade-marks merely upon samples means nothing is but another expression from the Patent Office of the conviction that the use of a trade-mark in advertising is "insufficient." A number of decisions support this contention. Notable among these are the opinions in the case of the *Battle Creek Sanitarium Company*, and in the controversy between *Albers Brothers' Milling Company* and the *Acme Mills Company*. In such cases the dictum has been that the law requires that the trade-mark shall be affixed either to the actual goods passing in commerce or else to the boxes or wrappers containing such goods. Consequently, use of a name or design solely or primarily for advertising purposes will not satisfy the Patent Office arbiters as a trade-mark use.

FIRST GET REGISTRATION, THEN SAMPLING IS SAFE

Assuredly there is no restriction upon the use of a trade-mark on samples once title to the mark has been established and a certificate of registration issued. The officials merely insist that a manufacturer shall not put the cart before the horse by making use of a mark on samples ere he introduces it on the articles intended for sale, and that, above all, he shall not distribute a limited number of such trade-marked samples solely as a convenient expedient for fulfilling the requirements of the law as to the use of trade-marks in trade. Sampling prior to actual trading would not provoke a protest in any of the foreign countries where trade-mark rights are dependent solely upon prior use, but in the United States, where right to a trade-mark hinges upon use, primarily, sampling is not a safe first step in establishing a trade-mark.

In the case of *Schneider vs.*

Williams the courts ruled that a manufacturer must put his article, marked with his mark, on sale before he can have any trade-mark standing. Hence free sampling, which is not accepted as actual "marketing," is looked upon with more favor if it follows rather than precedes sales to the trade. This rigid requirement for a trade-mark use within narrow limits, before a trade-mark certificate is obtainable, has been carried so far that in the case of *Cohen vs. Nagle* it was held that the circumstance that a trade-name had been used by one manufacturer, not to denote origin, but merely as part of an attractive label, did not prevent another manufacturer from adopting it as a trade-name for his goods.

That trade-marked goods must be on the market before free samples or gratuitous trial packages are distributed may likewise be adduced from the findings in cases such as *Schneider vs. Williams*. Furthermore, makeshift labeling either upon samples or goods designed for sale will not pass muster as was attested by the outcome of the case of the *Kohler Manufacturing Company vs. Beshore* in which it was held that the shipment of a few dozen bottles of a medicinal preparation with written labels affixed, bearing a name different from that previously used on the preparation, did not amount to a use that would meet the requirements of "publicity" essential in connection with the adoption of a trade-mark.

That the use of a trade-mark in bona-fide sampling may be made the foundation for the establishment of trade-mark rights was exemplified by the action of the U. S. Commissioner of Patents in settling a dispute between *Case Brothers* and *E. W. Murphy & Co.*, with respect to the use of the word "Eureka." *Murphy & Co.* had placed the mark "Eureka" on samples of press-boards which were distributed to the trade. The sample boards were identical in all respects except size with the regular stock boards which were at the same time be-

ing sold to customers. Under these circumstances the Patent Office official ruled that the use on the samples was such an association with the goods as to confer upon *Murphy & Co.* the exclusive right to the use of the word for this class of goods.

Only by use "on goods sold" may a manufacturer acquire a right to a trade-mark in the estimation of the Federal judges who decided the case of *Walter Baker & Co. vs. Delaphena*. Once acquired, however, there would appear to be no strings to the trade-mark rights and this is highly important to those manufacturers who desire to proceed against unscrupulous retailers who make a practice of selling to the trade, at such prices as they are able to obtain, specimens of goods that have been furnished gratis by the manufacturer for distribution as free samples. If articles of this kind are unprotected the manufacturer's sole redress,—providing marking of each article "free sample" does not suffice to put an end to the evil,—is to fall back upon the laws governing unfair competition, and if that be necessary the case is strengthened if the samples bear an established trade-mark.

Not merely samples but sample numbers may have bearing upon the trade rights of an advertiser has been eloquently attested by the outcome of the case of *Brown vs. Braunstein*. Here was a situation where the customers in a given trade field were wont to order goods by sample, making use of the numbers that identified respective samples to specify their wants. An old-established firm in the trade had a system of sample numbers which was copied by a competitor with the result that the copier was restrained from using these numbers. The rival thus thwarted turned around and instructed customers that they might continue to order from sample, using the prohibited numerical system if only the figure "1" was inserted before each of the old numbers. As a result of this ruse its instigator was held guilty of contempt of court.



The paper a man REMEMBERS

How
to Test
Bond and
Ledger
Paper

PARSONS

OLD-HAMPDEN-BOND

It's just a matter of *quality*—the “bank note” crackle, the full-bodied “feel” and the rich “hand-made” or plate finish. You can choose it unerringly yourself by using the simple tests illustrated in this little book—“*How to Test Bond Papers.*”

Write for this book on your office stationery and it will be mailed free. With it come test samples of *Parsons Old Hampden Bond* in 10 colors, which can be had from any printer. Write today for “*How to Test Bond Papers*”—and compare *Parsons Old Hampden* with the Bond you are using now.

Ask your Printer about **PARSONS OLD HAMPDEN**

PARSONS PAPER COMPANY :: HOLYOKE, MASS.

Makers also of Parsons Scotch Linen Ledger Paper Makers Since 1853

The Business of Housekeeping

The business of housekeeping, to be successful, requires a highly specialized knowledge of merchandise, an ability to manage usually inefficient employees, a capacity for detail, a faculty for quick thinking and a rare financial ability.

Keep this in mind and you will understand why a woman prefers a newspaper that makes her work move more smoothly.

You will understand, for instance, why the Domestic Science Pages of "The Philadelphia Record," with their, practical, helpful advice on food subjects, have such a large following.

You will understand why "The Philadelphia Record's" daily Woman's Page has done so much toward securing the confidence of the women of Philadelphia's homes.

You will understand why a woman needs a newspaper; not for its editorials, or its general news, but for the help that it gives her in planning her day's work, in freshening up the menu, in spending both sides of every dollar, in learning how to make twenty-four hours compass her multitude of duties.

Read "The Philadelphia Record" with her eyes, and you will understand the why of its selling power in the "worth-while" homes of Philadelphia.

THE PHILADELPHIA RECORD

Philadelphia's Home Delivered Newspaper

Chicago Representatives
Hasbrook, Story & Brooks
Peoples Gas Bldg.

NEW YORK OFFICE
J. F. FINLEY, MGR.
FLATIRON BLDG.

The Standard Oil in Big Campaign to Sell Kerosene

Advertises to Move Large Surplus "By-product" to Increase Refining Facilities for Gasoline

THE Standard Oil Company, of New York, is advertising Socony Kerosene in newspapers throughout New York and New England. The campaign, which will run for two months, embraces a list of between 500 and 600 newspapers and several farm papers. Copy, representing large space, runs three times a week in each paper.

The campaign is similar to that for Socony Motor Gasoline conducted last summer, and except for New York and Boston, every third advertisement will feature a list of local distributors. Dealers will be furnished with window-cards in the design of the metal signs that the distributors of Socony Gasoline display.

In discussing the advertising a representative of the H. K. McCann Company, which handles it, said:

"The export demand for gasoline, combined with the sudden falling off of suitable crude supplies, notably in the famous Cushing field, created an unexpected shortage in domestic gasoline supplies. At the same time the domestic gasoline demand has been unprecedented.

"The efforts on the part of the refineries to meet this gasoline demand involved unavoidably the production of unusually large supplies of kerosene, and the present Socony Kerosene campaign is not only a new departure in the advertising of a commodity, comparatively anonymous in the past, but also represents an effort on

the part of the company to relieve itself of the surplus supplies of what at present is no better than a by-product, in order to put the refineries in better shape to meet the insistent demand for gasoline."

It is a fact that, for every gallon of gasoline refined, there are produced from two to four gallons of kerosene. The increasing use of electricity and gas for illuminating purposes resulted in



COMEDY IS EMPLOYED TO GET WIDE ATTENTION

a relative falling off in the consumption of kerosene for these purposes.


Therefore the copy, after the first full page of announcement, of a trade-marked kerosene, will have an educational tone, seeking to repopularize this commodity for certain purposes, and aiming to get the consumer to specify Socony Kerosene.

"People are used to thinking of kerosene as all alike," ex-

plained the company's representative,—“but it's not, any more than butter, or flour, or sugar.”

The copy will dilate upon this slant, saying that Socony Kerosene, refined under improved conditions, conforms to definite quality standards.

“Don't be satisfied just to say, ‘Oh, yes, and fill my oil can.’ Know what it's going to be filled with,” advises some of the copy.



Why the Student Chooses Kerosene

GOOD enough is a most important asset to a student. His eyes are the basis of his trade. Hence the almost universal use of the kerosene student lamp.

Of all artificial illuminants, the light of a good kerosene lamp is next the sunlight, and consequently the best for the eyes. Overlaid both in this country and abroad testify to this most emphatically.

For purposes of general illumination, the convenience of gas and electricity is unquestioned. But for the quiet study of the reading table, nothing is better than a kerosene lamp.

There are many good oil lamps. We recommend the **RAYO**, which does not smoke, smell or burn with noise—provided you get

it with a uniformly good grade of kerosene.

To make sure of getting reliable fuel, say “So-Co-Oil” to the grocer’s boy when he comes to take your oil can. Socony is the name of the Standard Oil Company of New York’s best kerosene. It is clean and clear-burning always, wherever and whenever you buy it. Look for the Socony sign in the windows of the grocery, hardware or general store where you buy kerosene. It is a sign of quality and one of the surest ways to recognize a reliable dealer.

We recommend the following oil burning devices as the best of their kind: **New Perfection Oil Cook-stoves and Water Heaters, Perfection Radiators, Oil Heaters, Ship Lamps and Lanterns.**

Standard Oil Company of New York
NEW YORK—BUFFALO Principal Offices ALBANY—BOSTON

EDUCATIONAL COPY IN NEWSPAPERS TO
POPULARIZE KEROSENE LIGHTING

In urging the use of Socony for heating, the copy states that this oil won't smoke or smell. “How Often Does Your Lamp Need Cleaning?” is a sample of the copy, which goes on to say that the lamp is often blamed for smelling, smoking and forming wick crust, when the trouble rests in the fuel used.

“Why the student chooses

kerosene,” is another ad which says that a good kerosene lamp gives a light most nearly approaching sunlight, and that oculists will attest this. The convenience of gas and electricity are unquestioned, it says, “but for the quiet circle of the reading table, nothing is better than a kerosene lamp.”

There will also be a series of serio-comic ads called “Socony Kero-Scenes,” consisting of dialogues, mostly staged in grocery shops, and aimed at dealer co-operation and to increase popular faith in trade-marked products.

Eliminate Trading Among Cigar “Wagon Jobbers”

Upon the combined efforts of the wholesale cigar and tobacco dealers of Minneapolis and St. Paul, Minn., headed by State Senator J. W. Pauly, who is himself a cigar jobber, the practice of trading among the wagon jobbers of those cities is said to have been practically eliminated after many years' standing.

In St. Paul and Minneapolis, as in a number of other cities, there are wagon jobbers of cigars, cigarettes, candies, etc., who do business day to day from store to store for cash. Gradually the practice of trading goods had sprung up among them and attained wide proportions; men who enjoyed special buying privileges on various brands making a regular practice of exchanging goods whenever it was advantageous. In the belief that the wagon men should be out to sell goods for cash, rather than swapping stock from one to another, its quality deteriorating with each exchange, the jobbers have succeeded in discouraging wagon trades.

Duer Joins Alfred Decker & Cohn

P. H. Duer, formerly with the Knothe Shirt Company, Baltimore, has joined the sales staff of Alfred Decker & Cohn, in the capacity of Eastern sales manager. This position was made vacant by the resignation of P. J. Tracy, who, since going with the George L. Dyer Company January 1st, has been appointed advertising salesmanager of B. Kuppenheimer & Co.

V. H. Blackett Joins Kehler

Verin H. Blackett has resigned from the Carl M. Green Agency, of Detroit, to become associated with James Howard Kehler, Chicago. He was formerly with Lord & Thomas, Chicago.

R. M. Smith, formerly with the Class Journal Publishing Company, is now representing the *American Garage Magazine* in Detroit.

Minnesota Farmers Will Buy 100,000 Automobiles

"THE AUTOMOBILE," a leading journal of the motor car industry, has estimated after careful investigation that Minnesota farmers will buy 100,000 automobiles in the next five years.

They already own more than forty-six thousand cars. (See our census for 1915.)

Dakota and Montana Farmers are buying as many cars in proportion to population as the Minnesota farmers.

There is a logical cause for these conditions. This is chiefly an agricultural territory and farmers *need* motor cars.

The total crop values in these four states have increased from \$112,274,000 in 1900 to \$618,538,000 in 1915.

Total bank deposits have increased from \$119,152,000 in 1900 to \$885,585,000 in 1915. There is, therefore, in this field both a big need for automobiles and a big ability to buy them.

A convincing proof that automobile manufacturers recognize "The Farmer" as the best possible means of reaching the automobile buyers of the Northwest, is the fact that in 1915 "THE FARMER" carried more advertising of automobiles, tires and accessories than any other farm paper in the world.

You can get further evidence regarding the automobile sales opportunity in this territory by sending for a copy of The Farmer's automobile census for 1915



WEBB PUBLISHING CO., Publishers
St. Paul, Minn.

George W. Herbert, Inc.,
600 Advertising Bldg.,
Chicago, Ill.
Western Representative.



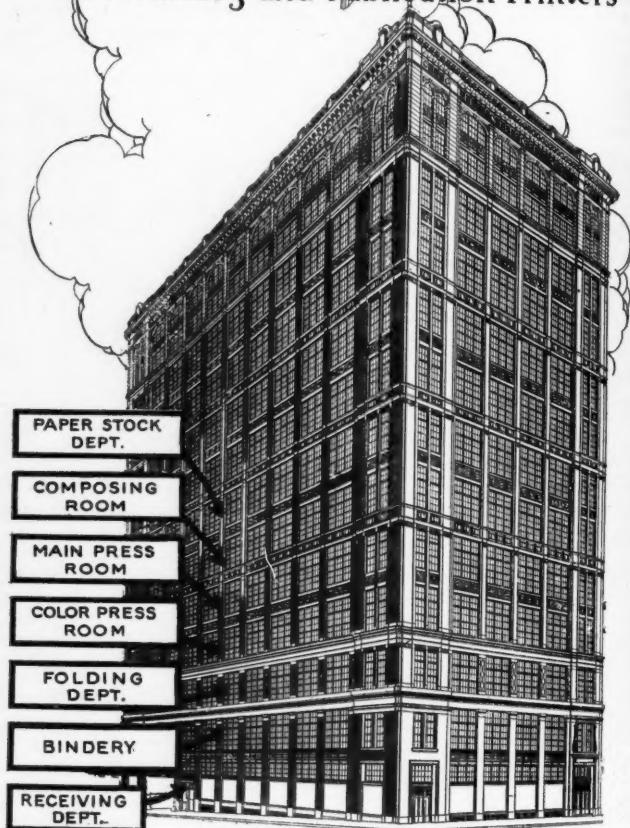
Wallace C. Richardson, Inc.,
381 Fourth Avenue,
New York City,
Eastern Representative.

Guaranteed Circulation 140,000

Member Audit Bureau of Circulations.

The Carey Printing Company, Inc.

Art Catalog and Publication Printers



Hill Building
Tenth Avenue at 36th St., New York

Phone Greeley 3000



Tendencies in Advertising Typography

What We Are Learning About Type and Its Effective Use

By Everett R. Currier

TYPE has a big job nowadays: working for advertising. It is a job that has grown tremendously in 20 years—since type began to be set by machines and paper to be printed from the roll; since the coming of titanic circulations and the nationalization of distribution.

While standards in book typography are no better than they ever were—scarcely as good—the contrast in advertising typography between the work of to-day and that of the nineties is strikingly in favor of to-day. To look back to what was seriously considered good at the beginning of the final decade of the last century is to smile—as it also will be 20 years hence, when our earnest efforts are regarded!

We have made the important discovery that readability is typography's first law. We have learned that, except in a specimen book, typography should not call attention to itself. We have outgrown the notion of the art-for-art's-sake compositor that type was meant for picture-making. We have learned how

to present an advertisement or booklet in plain paragraphs set in plain type—and we frequently put our knowledge into practice. We have learned to use display as something more than a crutch for poor copy.

Nowhere does typography show greater advance in style and im-

portance than in newspaper advertising. It has improved (a word that must be used cautiously, considering the vastness and complexity of this field, and the inevitable mixture of good and bad) even more noticeably than that of the magazines—probably because there has been more room for improvement. Take depart-

Founded 1841 Limited 1902

Lord & Taylor

36th Street FIFTH AVENUE 36th Street



To-day.—Spring Opening in Our MEN'S CLOTHING SECTION

In the history of this Store, we have never assembled a more notable collection of fine clothes for men than that which we are placing on sale today.

We have gone to infinite pains to make our assortments wider and more varied than ever before—our standard of quality higher; our basis of service broader.

And in the matter of style—we have never seen garments

that expressed so well the kind of style we have always wanted to have for the men who buy their clothes of us.

You will agree with us when you come in and look about.

You will find the newest and best of the 1916 Spring styles—new ideas in design, faultlessly correct and with just the touch of conservative dignity that the men who buy their clothes here wish.

You will find your kind of style—no matter what your age, your build or your tastes. And you will be absolutely sure that it is correct.

New fabrics—new in weave, in color, in texture. And each is guaranteed unexcelled as to fastness and wear. (Important just now, you know.)

New standards of workmanship, too. Great care as to the hidden things—thread, hair-cloth, linings. This means long wear—long satisfaction.

As to value—you can do no better in all New York. At \$18.00, or \$20, or \$25, or \$30, or at \$35—your money will buy the utmost. Come to today—and see.

Fourth Floor

TYPE AND BORDER IN THIS STORE'S ADVERTISING HAVE BEEN CHOSEN TO EXPRESS REFINEMENT

ment-store advertising in the New York papers as an example; that of Lord & Taylor may well be singled out as a notable improvement in such advertising. Admirably meeting the technical difficulties that are inseparable from presenting the complex message of a great store, it succeeds con-

spicuously in making the typography go well beyond mere readability. It makes it express something of the refinement, the touch of smartness, the quality, the personality of the house. It does this by simple means: careful choice of type and borders and restraint in handling. This is the advertising of a store which treats its newspaper space with the same respect it shows its display windows.

On the whole, then, newspaper advertising is gaining steadily in style and character. There is less and less of the quick set-up of the newspaper composing-room, and more and more of the carefully prepared work of the agency and of the typographic specialist. Yet with a few notable exceptions, retail-store advertising lags behind all other classes which make any pretensions to quality. There is a great deal of cleverness in copy, and in many cases an effort at individuality in typography; but that surest and simplest means for attaining distinction, good spacing, is almost universally neglected.

BACK TO ORIGINAL TYPE SOURCES

It would seem as if, under the spur of novelty, we had run down the last available or discoverable old source of new ideas in typography. Rare, indeed, is the old book that has not been brought out to the light and examined for any precious suggestion it might yield, while there is not a civilized country whose contemporary work is not anxiously studied for the latest idea that might be pressed into the service of American typography.

For type we have gone back to Caslon, to Bodoni—the two illustrious opposites of Old Style and Modern—and to those famous Venetian printers of a still earlier day, Jenson and Aldus. To-day good and bad copies of these great models, and some fine types inspired by them, divide the honors in our best advertising.

We now have the "family" idea in type, in which one face becomes the parent of a whole brood: condensed and extended,

light and heavy, outline, inline, shaded, and what not, all bearing a common likeness, by which every possible requirement may be met without the use of faces outside the family. The idea came about mainly through a desire for harmony in advertising pages, a harmony not possible when every advertiser was permitted to use whatever type he chose.

The most conspicuous success in the family idea is the well-known Cheltenham, designed a dozen years or so ago, and which has since begot an offshoot for every year in the meantime.

Gothics will be revived, because they are a basic form—not a freak; and because, after all, they have some redeeming features: color, and color with legibility. Furthermore, they have possibilities for interesting variation. Their rigid lines can be softened, and they can be made the basis for a very acceptable group of new types.

The medieval blackletter, or text type, finds slight favor in American advertising typography, for the reason that the modern eye is driven at too swift a pace for its leisurely character; also because such type is usually associated with things decorative and ecclesiastical. Priory Text (or Cloister Black), the one representative of blackletter that has held its ground at all, is seen in an occasional handsome line. Yet there is something to commend this class of type to advertising. Used appropriately, it adds a touch of color and richness that is very often desirable.

THE HELP THE ARTIST AFFORDS

The employment of artist's work as an accessory to type in advertising has increased until the tail almost wags the dog. There is hardly an important advertisement nowadays that will risk getting itself into the public's mind by the use of type alone. The hand-lettered heading, the drawn border, the background, and, of course, the picture, are depended upon to get the attention, while the type is left to present the facts and arguments.

How many thousand catalogs have you needlessly wasted in Europe?

A good many perhaps that exact knowledge of conditions could have saved.

The practice of many American manufacturers of securing lists of names and of mailing expensive catalogs to such names is even more likely to go wrong in Europe than in America.

You probably utilize the services of a good advertising agency in America. Why not adopt the same policy in Europe?

We know the people, the mediums and the rates; besides we are by long odds the best equipped copy and plan advertising agency in Continental Europe.

We make sure of selling and distributing conditions before starting an advertising campaign.

Write us if you want information; no obligation implied. Correspondence in all languages.

SOCIÉTÉ EUROPÉENNE DE PUBLICITÉ

FORMERLY J. F. JONES & CIE, & M. & P. MÉRY
10, rue de la Victoire, Paris, France

Branches in Spain, Portugal, Belgium, Holland
and Scandinavia

Representatives in the United States and Canada:
J. Walter Thompson Co., 44 East 23rd St., New York



Better Farming

== ANNOUNCES ==

Mr. William Thompson

AS

**Vice-President and
General Manager**

WE take pleasure in advising advertisers and advertising men of America that Mr. Thompson acquires an interest in **BETTER FARMING**, and, as Vice-President and General Manager, will devote his entire time to directing its promotional work and business management.

Mr. Thompson needs no introduction to that large circle who know of his conspicuous success for years as Vice-President and General Manager of the Kalamazoo Stove Co.

As a buyer of space Mr. Thompson made his mark through those same qualities of judgment which are essential to constructive work in the selling of space.

BETTER FARMING counts itself fortunate in offering advertisers the counsel of Mr. Thompson on individual campaigns, together with the assurances of that still greater future for the paper which his work of development insures.

BETTER FARMING
Chicago, Ill.

John L. Chapman
President

Not to discuss the great developments in pictorial and decorative work, that branch of commercial art which we call hand-lettering has greatly improved. Ten years ago the artists who could draw good letters, or were accessible to advertisers, might be counted on the fingers of one hand. To-day, though there is still a great amount of lettering so poorly done that it should never be allowed to get into print, good lettering can be bought in the market as a standard article.

On the side of the public's interest advertisers are paying more attention to typography than has been their habit. They are beginning to realize that advertising which is to present important messages to the world in space at hundreds of dollars a page, or in catalogues at a dollar each, must not be thrown together like an auction handbill if it is to get the results hoped for. And publishers, too, are showing much more concern for the appearance of the pages they sell their advertisers. They are finding that the kind of typography they have to offer has a potent influence on the amount of money an advertiser is willing to spend.

Naturally, in such a condition of rapid growth of advertising and expansion of the uses of printers' ink, the outstanding feature of modern advertising typography is its complexity. The elaborate and the simple, the loud and the soft, the sane and the silly, the work of the tyro and the work of the master, all rub elbows in the same pages or arrive in the same mail. There is the advertisement in plain paragraphs whose style is so keen you feel the weight of the steel behind it, and there is the advertisement so stupid in copy and so clumsy in arrangement that neither the smartest nor the dullest mind can grasp it.

The limitless field over which the creator of advertising can range, the thousands of types at his disposal; the endless variety in illustration and decoration; the bewildering assortment of papers for his booklets and catalogues;

the different processes of engraving and printing; the wide difference of opinion as to what is good and what is bad, what will pull and what will not pull; the absence of boundaries or guide-posts—all these contribute to a complexity that strikes every chromatic note in the gamut of expression and defies classification.

All this complexity points to the need of simplification. Expansion is not all improvement. In 20 years the field that has spread out about that little tool which is the core of the printing industry—type—has come to include many things that have hurt typography.

IMPROVED COMPOSITION TO BE LOOKED FOR

A large part of the ineffectiveness of advertising, direct and periodical, can be laid to the typographical get-up.

If I were asked what I consider some of the chief and remediable faults of advertising typography, I would point out such general things as over-elaboration and lack of thoroughness, and such specific things as slovenly composition and the lining system.

It is not that advertisers are always supremely bent on saving money in their printed matter, but that they waste much by overdoing and misdoing. They overlook the power of plain type and good composition, of well-chosen paper and careful presswork, and insist on calling in the decorator and ordering all the frills that can be loaded onto the page. They have expensive illustrations made, perhaps good ones, and then smother them with ugly borders and distracting decoration. They get cleverly written copy and then huddle it into the allotted space with the slovenliest of type-setting—badly adjusted margins, lines without a lead between them—with great gaps between the words instead—and display lines forced into arbitrary shapes by letter-spacing here and crowding there. They print in three or four colors, with gold embossing to boot, what would be more effect-

ive and money-saving in two colors.

This is more in the free field of the circular and house-organ, of course. Advertisers do not have quite the same chance to waste their money when it comes to using space in the great periodicals. Here they are protected against themselves so far as paper and presswork go, and to a large extent typographically. But I could point out example after example, even here, of advertisements costing up to five thousand dollars for a single insertion, upon which the expenditure of ten dollars extra for a simple readjustment in the typography would add immeasurably to the general attractiveness and readability—the insertion, perhaps, of a “brass” between the lines of body-matter to relieve the crowded effect, the evening up of awkward irregularities in spacing, the resetting of a display line or two.

The restrictions which the best of these periodicals place on the advertising admitted to their columns have done much to improve this branch of typography. But it is interesting to note the inconsistency which arises when, in conformity to their rules, a good type is excluded (and there are many of them), while all sorts of hand-lettering are admitted. It is not exceptional to find, even in the most expensive and highly restricted spaces, lines and masses of lettering bristling with defects that the poorest of types could not result in, and which no amount of stippling can improve.

THE PLACE OF HAND-LETTERING

Hand-lettering is regarded as being superior to type, merely because it is hand-lettering. But this is a dangerous assumption. Hand-lettering is a much over-rated factor in typography. While there are many awkward problems in arrangement which can best be solved by skilfully drawn lettering, as for its being an infallible means for achieving distinctive effects, that is setting it on entirely too exalted a plane. Its only superiority to type lies in its being exceedingly well done;

for nothing can so effectively mar a page as the clumsy efforts of an inexpert letterer. Fully recognizing its merit when well done, and its occasional superiority to type, I think we have come to rely on it to a greater degree than necessary. It is two, sometimes three, removes further away from the printed page than type, requiring first a sketch, then a drawing and then a plate before it is ready to go into the printer's form. If you add to this the chances for its being poor in quality, you have a pretty good reason for reflecting on the usefulness and simplicity of type.

Type is, after all, the basic thing in typography; and it can do a great deal beyond the mere burden-bearing of print. It can do much more than it is usually permitted to do, in the way of providing the elements of attraction now so generally supplied by commercial art.

If we could clear away some of the rubbish and clutter with which the whole industry of typography is burdened, this fact would become apparent. Typography needs a good housecleaning—a simplification in materials and methods, a weeding out of the spurious and unnecessary. Certainly we could get along with fewer types. Nobody wants to go back to the nineties, for we would have much to lose and nothing to gain. But, jumping over the last quarter century, and over that whole period of Victorian uglification, we could afford to work steadily backward until we came to where Benjamin Franklin was, nearly 200 years ago. We could stop there, and have a better, simpler, more direct and certainly more economical means of telling our story in print than we have to-day.

Where Franklin had but one type (which, by the way, was the original Caslon, imported by him from London) for all his books, pamphlets and job work, his editorials, news and advertisements, we have thousands for the same uses. In the one type that this great printer of pre-Revolutionary

(Continued on page 101)

We Know That This Advertisement Pays Us—We Know That Every Advertisement We Run Pays Us

Because we satisfy ourselves in advance that our announcement will reach a sufficient number of real prospects to make our advertising an investment rather than an expense.

We believe that advertising should be purchased the same as any other commodity—we believe that every dollar spent for advertising should secure full value and as much more as it is possible to obtain.

To the advertiser in the automobile field, who, like us, has to be shown, we ask permission to submit facts and figures proving conclusively, that

Chilton Service



Blankets the Automobile Industry

Covering every pleasure and commercial car manufacturer, every parts and accessory manufacturer, every dealer, garage and supplyman throughout the United States.

Twenty-five Hundred Dollars buys a full page in each issue of the three CHILTON publications for a year and includes the free use of the Chilton List of the wholesale and retail trade of the United States.

Rate cards, A. B. C. Auditor's circulation reports, booklets of testimonial letters from successful advertisers, will be sent upon request.

CHILTON COMPANY

Market and 49th Streets, Philadelphia, Pa.

The South as It Is Today

By L. F. Wade, Talpa, Texas

THE PROGRESSIVE FARMER,
Raleigh, N. C.; Birmingham, Ala.;
Memphis, Tenn.; Dallas, Texas.

Gentlemen:

I compliment you on the splendid paper you are publishing for the people of the South. As a genuine help, as an inspiration to every class of reader—from bankers to hired help, from the queen of the home to the nurse that tends the baby—it covers the

ground. Sound, sensible, scientific, helpful, hopeful and heedful every want is supplied.

The good THE PROGRESSIVE FARMER has accomplished during the past few years cannot be estimated; indeed few would believe the facts should they be placed before them in cold letters or figures.

It's my observation that once you get a person to reading good papers, magazines or books you have them on the road to improvement; and, as the reading becomes more systematic, the improvement is more noticeable and it is only a few years until the party becomes a power, as it were, among his associates.

A few years ago the South as a whole was struggling along with the one-crop idea in the heads of the farmers, and incubus of credit trading tied around their necks like a mill-stone and thousands had no higher ideals than to live on salt pork and corn bread with a Christmas debauch in which "booze" furnished the inspiration and the headaches and heartaches.

How do we find it to-day? While the evil has not been entirely eradicated, the war made upon it by the press, of which THE PROGRESSIVE FARMER is pre-eminently the leader among the farming folks, has driven the credit custom to the wall, booze to the back alleys of the cities, and salt pork and corn pone is being replaced by good substantial food in many varieties.

Where the bottle has heretofore been the Christmas inspiration, we now find the story of the "Babe of Bethlehem" playing the leading role.

Where salt pork was the foundation for the Christmas dinner, we now find the king of all birds (the turkey) the centre of attraction.

Where cotton for many years was the only crop, we now find wheat, corn, oats, potatoes, hay, clovers, the sorghums and fruits.

The Chicago smoke-house has been moved by thousands to the Southern homestead while Jerseys, Holsteins, Whiteface and Polled cattle are in evidence everywhere.

At first the change came slowly because man, once established in a rut, is hard to pull out, but as the days went by the current of progress quickened, your readers gained more readers, the example of the thrifty caught the eyes and the minds of the onlookers till to-day the South is beginning to bloom and prosper, and the glad shouts of the redeemed hosts can be heard around the world!

What has caused all this change? Did man just come to himself and without encourage-

(Advertisement.)



ment from any source resolve to do better? Not much! Back of it all is the power of the press of which none are so powerful as THE PROGRESSIVE FARMER!

The home into which THE PROGRESSIVE FARMER goes and is read for five years must become a "Progressive Home." *It appeals to man's better nature, better judgment, soul, mind and heart in a way that if he reads it for five years he must become a better-equipped man or dive off the mortal reel to escape his condemning conscience.*

All hail to THE PROGRESSIVE FARMER! May it soon find its way into every home in the Sunny South, may it live long and prosper much, may it continue to lead in the battle against ignorance, selfishness and the one-crop system and soon see the day when every home will become a home of happiness and every farm a place where education and progressive ideas are as plentiful as poverty once was.

L. F. WADE.



J. A. MARTIN, Adv. Mgr.
BIRMINGHAM, ALABAMA
Raleigh, N. C.
Memphis, Tenn.
Dallas, Texas

Member of Audit Bureau of Circulations
WALLACE C. RICHARDSON, INC.,
Eastern Representatives,
381 Fourth Ave., New York City.

GEORGE W. HERBERT, INC.,
Western Representatives,
Advertising Bldg.,
Chicago.

THE AYER & SON ADVERTISEMENT (Concluded)

they could be—are all they should be. In answer to our critics, we plead sheer inability to put into cold type much of the wonderful inspiration that has come to us, and we gladly take refuge in the sanctuary, open to all advertisers, that limited space prevented our doing justice to the subject.

Also, we confess without shame, having been the recipients of much encouragement and applause, that we find the encouragement and applause most acceptable.

Candidly, we believe we put forth an effort that few would have had the courage to attempt. We are more than a little proud that we have the ability and knowledge to initiate, carry on and conclude so exacting and important a piece of work.

Is it selfish to now say that we have gained most by our undertaking? In the pursuit of information of what each State has done, in the study of the natural ebb and flow of enterprise and development, we have acquired a perspective that is of enormous profit to us and must prove of advantage to those we serve.

We hope that "The Story of the States" has added something to the progressive thought of nationalism in advertising.

Its main purpose has been dual: to show that there are latent advertising possibilities in nearly every State in our Union, and that N. W. Ayer & Son are a national advertising agency, with a grasp and an appreciation of national as well as local conditions.

We have proved beyond contention that this institution is not confined in its activities, but that we are peculiarly capable of serving advertisers wherever located, because of the bigness and broadness of our nation-wide perceptions and accomplishments.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA
NEW YORK BOSTON CHICAGO

The World-Wide
Educational Number
of the
DRY GOODS ECONOMIST

will be published

April 1st

(Forms Close Wednesday, March 29)

- ❧ Once a year the Economist publishes an Educational Number—a veritable text book on the making of merchandise.
- ❧ Advertisers of all dry goods lines should take advantage of this opportunity to tell the merchant, the buyer, the sales clerk, etc.—*how their goods are made*—the essential details that will lead to better salesmanship, therefore *more sales*.
- ❧ We will gladly cooperate with any advertiser in producing a *real* educational advertisement—one with selling “pep” and lasting influence in every line.

**World-Wide Circulation of
18,000 Copies**

reaching buyers of all dry goods lines throughout the United States, Canada, South America, Europe, Australia, Africa and Asia. Contract advertising rate based on 12,000 copies. Get in touch with us NOW.

DRY GOODS ECONOMIST

General Offices: 231 West 39th Street, New York

Branches in { BOSTON, PHILADELPHIA, CHICAGO, ST. LOUIS,
CLEVELAND, CINCINNATI, SAN FRANCISCO,
MANCHESTER, LONDON, PARIS.

days had were capitals, small capitals, lower-case, italic capitals and italic lower-case—a variety of five alphabets, in a comprehensive range of sizes. We have done nothing but multiply this fundamental equipment over and over into old styles, moderns, antiques, boldfaces, gothics, blackletter, scripts and other forms. For the one thousand and one faces available to the printer and his customer to-day, only a fraction possess any real distinction or merit.

The Caslon Old Style is one of this genuine handful. Probably no face has ever been so widely copied in America as has this famous two-hundred-year-old production of William Caslon. It has been recut surely a dozen times by as many founders—in each case with marked inferiority to the brilliant achievement of its originator—till to-day, though the real article is still in existence, there are few printers who have it. You go to a printer and ask him if he has the real Caslon Old Style type. Yes, indeed, he has it! But when your work comes home it is much more likely than not to be set in some half-spurious imitation than in the fine original.

Perhaps the connoisseur who prefers to be exclusive rejoices at the inaccessibility of many really fine types; and perhaps it is well that the choicest things in typography should not be dragged out of their comfortable by-ways into the great arena of advertising typography. I shall not discuss that question beyond recording my belief that there cannot be too much beauty in the world or in the practice of any industry.

In many types modernly produced there is a quality of hard precision, a too microscopic regularity, for which no excellence of design can compensate. The touch of irregularity, the softness of line with which the old-fashioned punch-cutter engraved his type-punches gave his work, after all, a desirable quality—a quality which cannot be supplied in our more economical and scientific way of making type.

To the over-refining of type



Gorham Advantage to Gorham Customers



OPPORTUNITY has no need to knock twice at the door of the Gorham Factory. The merest hint, for instance, that the serving of liquor was to be abandoned on some great railroads, and the Gorham organization realized the increased demands for pocket-flasks the Retail Trade would have to meet.

That is why Gorham customers can select from a line of silver pocket-flasks that cannot be excelled either in variety, size, or range of prices.

OFFERED FOR SALE THROUGH JEWELERS EXCLUSIVELY

The Gorham Company



Silversmiths and Goldsmiths
Fifth Avenue and 36th Street, New York

BRANCHES: NEW YORK, N. Y. 14 MAISON LAFITE, NEW YORK, N. Y. 14
BOSTON, MASS. 14 BOSTON, MASS. 14
PROVIDENCE, R. I. 14 PROVIDENCE, R. I. 14
NEW YORK, N. Y. 14 NEW YORK, N. Y. 14
NEW YORK, N. Y. 14 NEW YORK, N. Y. 14



THE TYPE IN THIS ADVERTISEMENT—CLOISTER OLD STYLE
—SHOWS TENDENCY TOWARD SIMPLE DESIGNS,
BASED ON EARLY MODELS

faces the invention known as the lining system has added its baleful share. This system is an American innovation, by which all types are forced to a uniform alignment. For example, a 14-point and an 18-point type, or a roman and a boldface, are made to align perfectly at the bottom when used in the same line—a technical advantage, to be sure. It was connected in some way—either as

Why the Power Plant Advertiser Should Use

PRACTICAL ENGINEER

Because it reaches the men who are intimately associated with products of the kind he has to offer—men whose business depends on engines, turbines, pumps, boilers, valves and power plant supplies and who actually buy or recommend the purchase of such products.

It is used by these men as a buying guide and reaches them just often enough to be read thoroughly, studied closely and consulted frequently.

Advertise your product in the power plant paper that is subscribed for and read because of the necessary information it contains. Practical Engineer guarantees a circulation of 22,000 copies per issue. Write for rates, sample copy and circulation map by states.

TECHNICAL PUBLISHING COMPANY

537 So. Dearborn Street
CHICAGO, ILL.

cause or effect, I am not sure which—with the discovery of some genius ten or fifteen years ago that nobody ever saw the descending strokes of letters, so why not bobtail them and save all the white space that these things had been occupying? It was done. What was formerly a 12-point type was put on a 10-point body, and advertisers were now able to get in seven lines of face where formerly they could get but six.

The lining system has robbed faces of the normal white that should be between lines. And when leads are inserted to provide this necessary white, the bobtailed letters are reduced to an absurdity.

Foundries are beginning to realize their mistakes, however. When the type of the Italian founder, Bodoni, was revived here a few years ago there was no attempt made to "improve" it. It was reproduced faithfully, and the descenders were left practically as the original founder had designed them. This change of heart was shown again when the Cloister Old Style, one of the most recent faces, appeared. As in the case of Bodoni, this face is a faithful copy of a famous early model, the roman of Nicholas Jensen. The Kennerley, another excellent and popular face, is the product of an independent designer who has never countenanced the lining system.

The popularity of these two last-mentioned faces (Cloister Old Style and Kennerley) is, by the way, a commentary on the growing preference for types following the classic models of the first centuries of printing.

On its creative side typography is complicated with useless theories in teaching and bad habits in practice. It is invested with a lot of mystery that does not belong to it. The fact of the matter is, as Theodore Child said of art itself, there is no more mystery about it than there is about soap-boiling.

It is unsafe, for instance, to attempt to explain the art of type arrangement by the rules of the interior decorator. For, it must

Printing Papers *of* Excellence

Clarke & Company
225 Fifth Avenue
New York

General Sales Agent for Book Papers
Manufactured by Crocker, Burbank & Co.



CHARLES DANIEL
FREY
COMPANY

Advertising Illustrations

MONROE BUILDING
CHICAGO

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cause or effect, I am not sure which—with the discovery of some genius ten or fifteen years ago that nobody ever saw the descending strokes of letters, so why not bobtail them and save all the white space that these things had been occupying? It was done. What was formerly a 12-point type was put on a 10-point body, and advertisers were now able to get in seven lines of face where formerly they could get but six.

The lining system has robbed faces of the normal white that should be between lines. And when leads are inserted to provide this necessary white, the bob-tailed letters are reduced to an absurdity.

Foundries are beginning to realize their mistakes, however. When the type of the Italian founder, Bodoni, was revived here a few years ago there was no attempt made to "improve" it. It was reproduced faithfully, and the descenders were left practically as the original founder had designed them. This change of heart was shown again when the Cloister Old Style, one of the most recent faces, appeared. As in the case of Bodoni, this face is a faithful copy of a famous early model, the roman of Nicholas Jenson. The Kennerley, another excellent and popular face, is the product of an independent designer who has never countenanced the lining system.

The popularity of these two last-mentioned faces (Cloister Old Style and Kennerley) is, by the way, a commentary on the growing preference for types following the classic models of the first centuries of printing.

On its creative side typography is complicated with useless theories in teaching and bad habits in practice. It is invested with a lot of mystery that does not belong to it. The fact of the matter is, as Theodore Child said of art itself, there is no more mystery about it than there is about soap-boiling.

It is unsafe, for instance, to attempt to explain the art of type arrangement by the rules of the interior decorator. For, it must

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be remembered, we are dealing with symbols of language, and only secondarily with the elements of form and color.

GOOD SPACING MOST IMPORTANT

Form the printed page must have. But this form must be one that rises naturally out of a logical arrangement of the words, properly spaced. In all cases the arrangement which gives the *thought* its best setting is best, rather than the one which predetermines a form and then forces the type into it, whether it fits or not.

Hence the greatest word in typography is spacing. Uniform spacing between words and letters (and between lines in the same group) is the fundamental principle in typography. It is the neglect of this principle for the more superficial one of shape-making, or for none at all, that more than any other specific thing gives the confused, slovenly appearance that prevails in the great body of our printed pages, that makes for hard reading and unattractiveness.

Finally, good typography is largely a matter of being simple; of good workmanship with few tools; of setting type naturally, with normal spacing between words and lines, and no attempt to force it into arbitrary shapes. It is the art of not trying to display everything and decorate everything. In a word, of knowing what *not* to do.

Take the principle of good spacing, add to it that of using as few type faces as possible in as few sizes as possible, and you will have all the theory you require. You will have a recipe for good typography that will be safe and sufficient until the crack of doom.

Seymour Eaton Dead

Seymour Eaton died March 13 at his home in Lansdowne, Pa. He was in his fifty-eighth year.

Mr. Eaton will be remembered as the founder of the Booklovers Library and creator of the "Teddy Bear." Of late years he had been somewhat actively engaged in promotion work for newspapers and magazines.



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After the War—What?

There Are Some Facts Available Which Throw Light on the Subject

By Henry C. Emery

Professor of Political Economy at Yale University, and Chairman of the United States Tariff Board Under President Taft

Portions of an article in *Collier's Weekly* for March 11, and used here by permission.

A YEAR ago everyone was asking the question: "What will be the effect of the war on American business?" To-day everyone is asking the question: "What will be the effect of peace?"

What readjustment will come with peace? What will be the industrial conditions of Europe after the war? How will this condition affect American interests?

We must get rid of the idea that the world has never faced such an economic cataclysm as this in the past. Of course this war is the "biggest ever," but then the world is a great deal bigger than it ever was before. The totals of men engaged and of casualties are staggering, but if we are to consider the effect of the struggle on economic conditions we must consider these factors in the light of relative population, wealth, and resources. True, the war may continue so long as to make all comparisons with the past futile. If it should endure for ten years, no prediction made now could be based on any intelligent data. Consequently any attempt to answer the question as to probable conditions after the war involves at the outset assuming some definite limit to the conflict. The assumption of this article is that the war will not continue beyond another twelve months and that its prosecution for that period will be no more destructive of life or property than it has been in the last twelve months. Such an assumption may not be warranted, but any other makes all present discussion of the economic problem impossible.

Even if two years of the present war represent a greater relative strain than any equal length of warfare in the past, the com-

parison may be fairly made with the corresponding total results of longer wars. It will take many years of fighting before a devastation results relatively as great as that of the Thirty Years' War. We have already been assured by the bankers' syndicate selling the Anglo-French bonds that the financial burden involved, relatively to the means of payment, is a mere bagatelle compared with the burdens of the Napoleonic Wars.

Obviously the question of the condition in which our own country will find herself at the close of such a struggle comes to the question of the condition in which the belligerents will find themselves when peace is declared. Their condition will depend on three factors: the effect of the loss of human life on labor supply, the condition of soil and natural resources, and the available supply of capital in the form of factories and machinery.

CASUALTIES COMPARATIVELY FEW

Consider first, then, the matter of loss of life in relation to productive capacity. The January English figures give total casualties for British forces as 549,467 after sixteen months of war. Taking the white population of the empire (disregarding India and South Africa) as 60,000,000, this is less than 1 per cent of the total population. The white population of the Confederacy in our Civil War was 5,500,000. In three days' fighting at Gettysburg they lost over 20,000, or nearly four-tenths of 1 per cent of the white population. Such a startling comparison is, of course, not typical of the general situation, but, since most of us have been hypnotized by the appalling aggregates of this war, it is well that we should be a bit jolted out of this condition of mind by realizing at the outset

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**Advertising Manager
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94-95 Long Acre
London - England**

that in proportion to population the South lost four-tenths as many in three days as the British did in sixteen months.

Much has been said in the press as to the high ratio of killed to wounded in this war. Figures showing this ratio exist only for England, but there is every reason to believe that both in France and at Gallipoli the British have suffered their fair share in proportion to numbers. The figures do not bear out the popular statements. In France, up to January 9, 1916, of enlisted men the English killed were 82,130; the wounded, 248,990, or 1 to 3. In the Mediterranean field 26,455 were killed and 84,952 wounded, or 1 to 3.3. In our Civil War the ratio was 1 to 2.5, including in killed those who "died of wounds." The English figures for killed include those "dead from wounds and other causes."

CONFEDERACY'S LOSSES GREATER

Estimates of German losses in killed and mortally wounded up to January vary from 700,000 up. At this figure the loss would be slightly more than 1 per cent of the total population. The Parliamentary Under-Secretary for War, in Parliament, January 19, gave total German casualties as 2,500,000, of which 588,986 were killed. These were given as including the whole German army, though they come close to figures given earlier for Prussia alone. If such an error was made, these figures should be increased by about 60 per cent.

If it should reach a million men, it would be about 1½ per cent. This is a tremendous toll. Suppose it reached the enormous total of 1,600,000 after two years' fighting. This would be 2½ per cent. In our Civil War it has been estimated by not a few historians that the Union losses from death plus total disabilities from disease were about 2¼ per cent of the population. On the assumption, then, of deaths of a million and a half, or more, Germany in two years' fighting would meet a loss proportional to that of the North in the

Civil War, but less than that of the South.

Mr. Asquith in a Parliamentary statement estimated the total deaths in the first year of war as 2,228,000. The total population of the belligerents, excluding Japan, the Asiatic population of Russia, and, as before, restricting the British Empire, is over 400,000,000. This is nearly twenty times the population of the Northern States in 1860, so that a loss of 2,000,000 represents the equivalent of 100,000 to the North in the Civil War. The number "killed and died from wounds" in the Union ranks was 110,000. Mr. Frederic Huidekoper, the latest and best authority, in his book on "Military Unpreparedness of the United States," gives the figures of total Union loss in killed and dead from wounds or disease in the field and in prisons as 380,100. Probably an additional 100,000 died soon after or became a total economic loss, bringing the number close to the 500,000 mark. The same authority gives Confederates dead of wounds or disease in the field or prisons as 163,973. To these should be added at least 80,000 killed in battle, which would bring the Confederate loss up to four per cent of the white population. We may conclude these brief figures by the general statement that, though the economic loss, due to deaths, of such countries as France and Germany in two years' warfare will equal or even exceed those of the North in the Civil War, in proportion to population, the loss of the belligerents as a whole, including Russia and Great Britain, will be less than this proportion. In the case of all countries to date it may be stated that whether in numbers engaged or in numbers dead they have not yet approached the record of the Confederacy.

It will be seen that the Civil War offers quite pertinent figures for comparison. What, then, is the lesson of that earlier conflict? The South, not only decimated in numbers, but without manufacturing capital and her territory devastated, was prostrated for decades. On the other hand, even in the

Those Fine Color Plates

When you had counted so much on them, but somehow they didn't look good in your catalogue, wasn't it exasperating to hear the printer blame the engraver and the engraver blame the printer?

It's all unnecessary!

The makers of the famous Quadri-Color plates are also printers — one of the BIG color printers of the country.

QUADRI-COLOR CO.

Color Printers and Engravers

306 East 23rd St., N. Y.

NEW ENGLAND

First Choice for Advertisers

Expand your business by selling your goods in the local cities of New England.

If your goods are not on sale in our New England cities you are missing some mighty good customers.

Here in New England is the highest ratio of skilled mechanics and skilled operators at the highest wage rate.

The widely diversified industries of New England are an insurance to the advertisers. No failure of any crop, no unsettlement of any one industry can dam the golden wage stream which flows into New England retail stores, carrying success to advertisers who use the

Home Daily Newspapers

The local daily newspapers erect trade fences and keep them in repair.

The local daily newspaper is read by every family every day and is the greatest selling force in New England.

Twelve representative New England dailies in 12 of New England's best cities—that can prove their value.

BRIDGEPORT, CT., Post and Telegram
Daily Circulation 25,375 net paid.
Population 110,000, with suburbs 150,000.

HARTFORD, CT., COURANT
Daily Circulation 16,800.
Population 98,915, with suburbs 125,000.

NEW HAVEN, CT., REGISTER
Daily circulation 19,414.
Population 133,605, with suburbs 150,000.

MERIDEN, CT., RECORD
Daily Circulation 5,963.
Population 37,265, with suburbs 50,000.

WATERBURY, CT., REPUBLICAN
Daily Circulation 8,783.
Population 73,144, with suburbs 100,000.

PORTLAND, ME., EXPRESS
Daily Circulation 20,944.
Population 68,571, with suburbs 75,000.

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,014.
Population 20,468, with suburbs 40,000.

MANCHESTER, N. H., Union and Leader
Daily Circulation 27,705.
Population 75,063, with suburbs 150,000.

LYNN, MASS., ITEM
Daily Circulation 15,261.
Population 89,336, with suburbs 100,000.

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 20,949 net paid.
Population 109,000, with suburbs 120,000.

SALEM, MASS., NEWS
Daily Circulation 20,021.
Population 43,697, with suburbs 150,000.

SPRINGFIELD, MASS., UNION
Daily Circulation 29,591.
Population 100,000, with suburbs 250,000.

midst of the conflict, the agricultural and industrial activity of the North advanced rapidly. In 1864 Indiana, with one-tenth of her total population in the battlefields instead of the wheatfields, produced more wheat than in any year before the war. In 1863 and 1864 the United States, with 1,000,000 men under arms, not only produced more wheat but had a larger surplus for export than at any previous time in their history. Similar conditions prevailed in manufacturing. With the exception of the cotton industry, the output of staple manufactures increased steadily throughout the war. The industrial organization was kept intact, and a great period of expansion set in immediately upon its close. Many prophets were in panic over the prospect of disbanding a million men and throwing them into the industrial market. Both economic and political disruption was predicted. Their alarm was unfounded. As Lowell so finely expressed it, the nation simply "sent all her hand-maid armies back to spin." Such facts should not occasion so much surprise as they commonly do. Their explanation lies in the simple fact that in normal times the productive power of a people is never exerted to anything like its full capacity, while their powers of consumption are expanded far beyond actual needs. Here is a tremendous economic reserve which can be called upon in time of crisis. The population of any progressive industrial State can get along and even maintain efficiency on a far smaller expenditure for consumption than takes place in times of peace. The seeming loss of labor power is made up by more continuous and more strenuous labor on the part of those who are left and by enrollment in the industrial army of large classes who normally contribute nothing to productive power.

It is this great margin between maximum production and minimum consumption which makes wars possible and which usually upsets the calculations of financial statisticians as to their possible

"Just Our Size!"

The actual average gross circulation of the

PORTLAND Maine EVENING EXPRESS

for the entire year of 1915 was 24,478. The October 1915 Post Office statement shows a paid net circulation of 20,163 copies daily.

PORTLAND has a population of 58,571, and Portland with its suburbs has a population of about 75,000.

The EXPRESS' city circulation reaches about eighty-four per cent of Portland's families every evening.

This justifies an advertiser relying on the EXPRESS alone to sell his goods in Portland.

The EXPRESS has the largest circulation of any daily in the state of Maine.

The EXPRESS renders advertisers the best co-operative service.

JULIUS MATHEWS SPECIAL AGENCY
Boston—Chicago—New York

BRIDGEPORT

(The *ESSEN* of America)

The Prosperity Center of
the United States.

The Industrial Capitol of
New England.

The **POST** and
(EVENING)
TELEGRAM
(MORNING)

covers this field absolutely.

Members of the Audit
Bureau of Circulations.

JULIUS MATHEWS, Special Representative
1 Beacon Street.....Boston, Mass.
171 Madison Ave.....New York City.
Hartford Bldg.....Chicago, Ill.

SALES MANAGER ADVERTISING MAN and Business Executive

—of exceptional experience (East and West), mature years and judgment (age 42), clean habits, strong personality, rapid-fire initiative, unlimited capacity for WORK and provable record of **SUCCESSES**—

Wishes to Open Negotiations at once, with STRONG CONCERN

where **BIG THINGS** are demanded and man of largest calibre is essential. Former connections: well-known manufacturers in varied lines, business-promotion enterprises, large advertising agencies. Now severing association with Cleveland manufacturing concern as Secretary and General Manager Sales and Advertising (sales work extraordinarily successful, but personal opportunities too small); before that in same capacity with large New York manufacturer.

Prepared to submit "acid-test" credentials and proofs—and will locate ANYWHERE with the **RIGHT CONCERN**. Have earned (and am capable of earning) up to \$12,000 per year, salary and commission (percentage), but if **REAL OPPORTUNITY** exists will make six months' trial engagement on any reasonable basis. Also have available organized force of top-notch contract salesmen. Address

**"B. A.," Box 425
Care Printers' Ink**

A Man

who has risen from copy writer to the successful handling of large national accounts for a well known agency;

—who is experienced in the magazine, manufacturing and agency field; who creates as well as directs; who is capable of holding the confidence of those with whom he comes in contact; who has thorough knowledge of the details that fall to the lot of an advertising manager;—

This Man

for reasons he is prepared to give to responsible parties, seeks a change. You have read his copy in the great national dailies.

Are you interested? Write—

**T. M., Box 422
Care PRINTERS' INK**

duration or their destructive economic effects.

DESTRUCTION WORSE THAN CONQUEST

If natural resources are seriously impaired, quick revival is far less probable. It is not possible to estimate now how far military operations may have diminished what is sometimes called "natural wealth." In some sections the loss may be great; Serbia, for instance, and Poland, though the best authority lately returned from Serbia thinks the popular idea of the extent of devastation in that country is exaggerated. In relation to the total natural resources of the belligerents it is as yet small; certainly not comparable with the devastation of the Thirty Years' War or of the South in our Civil War. We should not make the mistake of confusing conquest with destruction. If the Germans for the time being hold a large part of the iron mines of France—or if they hold them permanently, for that matter—the economic situation from the world point of view is not changed. The vast resources of the British Empire remain untouched. France has not been seriously ravaged. As yet Germany's natural productivity has not been impaired. Normal crops have been grown during the war. If the promises of the statesmen of the Allies are genuine and the war is to be prosecuted till German imperialism is destroyed beyond hope of resurrection, another story will be told; for this can be accomplished only by such a devastation of Germany's resources as will greatly delay her economic resurrection. But, as already said, a war of such endurance would make all present calculations meaningless.

If, then, it be conceded that the labor loss can be made good in large measure, and that natural resources will not be seriously impaired, there remains only the question of productive capital in the form of buildings, factories, machinery, railroads and the like. Here again we must not confuse devastation and desolation. Belgium may be desolated, but she

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is not devastated. If the great Belgian machine works and textile mills are being run under German direction, their productive capacity has not been reduced. Our problem is simply to consider what kind of a commercial and industrial Europe we shall be facing in competition at the end of the war. On this problem injustices, invasions, violations of right, national distresses have no bearing save as they involve the physical destruction of capital. Residences may have been looted, but this loot is wealth east of the Meuse as well as west of it. Machinery may have been shipped home by the conquerors, but it is still productive capital. In no war of the past have the needs of productive power been more apparent as an element of victory. Railroads and factories are too valuable to be destroyed. Germany could not afford to treat Liège as Sherman treated Atlanta. Perhaps Liège was an important point in military strategy. Certainly it was an important point in economic strategy. Whether or not Belgium was the shortest road, it was, anyway, the richest road to Paris. It may be asserted that if forced to retreat the Germans will devastate Belgium and then the Allies will ravage Germany. These are predictions too far from present actualities to concern us here.

WAR'S STIMULATION

Let us grant, however, genuine destruction of capital, especially in the form of buildings, and a diversion of other capital to the production of war goods rather than to the increase of comforts of peace. Viewed in the light of previous wars, such loss has been light compared with the stupendous character of the military operations. Even in past wars the rapid recovery from such losses has always occasioned surprise to most observers. The reason for the recovery, often pointed out, but as often forgotten, is that in the ordinary course of our economic life wealth is being constantly consumed—i. e., destroyed—in enormous quantities and as constantly replaced. The destruc-

What "Contracts" Mean Here

We don't believe in a contract between an advertising agency and a client. There may be some good points in a contract arrangement, but we haven't discovered them yet.

We are developing and holding the business of our clients on one thing alone—results. If another agency can prove that they can out-sell us, then the business is rightfully theirs. Since commencing business, however, every client that has come with us has stayed—without a contract.

Think it over—then write us. What we have to say about results in advertising is perhaps a little different from the usual idea. Remember, no solicitation until you ask for it.

Turner Advertising Company
30 N. Dearborn Street, Chicago
"Nothing Succeeds Like Service" 

Starving the Children!

Many mothers are unconsciously doing this very thing through ignorance of food-values.

PHYSICAL CULTURE

teaches mothers how not to starve their children.

Telling mothers how to feed their children is just one of the things that make PHYSICAL CULTURE a vital factor in so many homes.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building
W. J. MACDONALD, Manager

Member of Audit Bureau Circulations

tion in time of war is rather different in kind than in amount. Much is destroyed that would have been preserved in times of peace, but, on the other hand, much is not consumed which would have been used up if war had not come. That margin between maximum production and minimum consumption makes it possible for these losses to be offset during the very war period itself by a more Spartan rigor of life on the part of the people affected. The capacity of a people to produce as much as before is left nearly intact. In another place I have ventured to say that the industrial position of the Northern States was as advanced in 1870 as it would have been had there been no war. The reason was that sacrifices of comfort were made in this decade which would not have been made had peace prevailed.

A DETERMINED EUROPE AT WAR'S END

Again let me repeat that anything may happen if the war continues a decade, and that it can be fought to the point of utter exhaustion. But if it should cease within the next twelve months, the United States would face no such stricken and disheartened Europe as this writer portrays. On the contrary, we would face a grave and determined Europe, made serious by her awful experience, accustomed to sacrifices, to economy and to strenuous exertion, and grimly resolved to repair the ravages of war and restore her commercial power.

Such a situation has been recently described by a leading American diplomatist as "an impending danger to the Republic." It certainly is one, demanding grave consideration. There is no occasion for panic or the extreme forms of action born of panic. On the other hand, the American business man should not allow himself to live in a fool's paradise. Strong efforts are being made by bankers and by commercial agencies of the Government to improve the present opportunity for the extension of our foreign and especially our South

American trade. The belligerent nations, however, are not blind to the situation and are already planning their organization for the coming campaign in that quarter. This seems to be true especially of the Germans, but we should not concentrate our gaze too much on that people. Dr. Hill, in the article just referred to, deals only with the German economic organization as an impending danger. What reason is there to suppose that the competition of England will not be even more prompt and vigorous? It must be evident that Great Britain, Germany, and France after the war must do everything to develop their trade in neutral markets. And better than all collective activities is the individual capacity to deliver cheap goods. In the meantime our own market will be the greatest neutral market of all. Assuredly we want an active trade with Europe, but we want to know what form it will take and make sure that it does not have a disorganizing effect upon our own industries. Certainly the demand for many of our products will continue active in the new European reconstruction. It is equally certain that the demand for others will cease and large quantities of manufactures be offered here at cost prices. Our own costs will doubtless be inflated—due to the active demand for goods and labor now in progress. Will foreign costs be also relatively raised? This question requires a brief word about the effect of taxes and the probable course of immigration.

By far the major part of the war loans so far have been raised within the borrowing countries. What will be their effect on industry and prices? It seems to be thought in some quarters that this burden of taxes must be added to costs and will act as a deterrent to industrial expansion. Now, in the first place, the amount of outstanding bonds in a country like Germany, say, represents only relations of ownership. Industrial productivity depends on numbers, skill, resources, machinery, and

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the like. Directly the question of debt and taxes has nothing to do with it. Indirectly it has; and we must recognize, secondly, that this very burden may lead to a more rapid recovery of productive power. A debt is like any other obstacle; it can be a spur to increased effort or the cause of despair and listlessness. It is the same with a nation as with an individual. When not overwhelming, taxes are an obligation that must be met and which necessitates harder effort and greater economy. They must come out of the incomes of employer and employed, and for that reason the productive capacity must at all hazards be kept up.

GRAVE IMMIGRATION PROBLEM

What will be the effect of these conditions on European migration into this country? One thing is certain that, in the past, European wars have always been followed by emigration to this country by many who have become homeless or impoverished, or who wished to flee the economic burden of the reconstruction period. The same may fairly be expected after this war. Despite the terrible loss in numbers, there will be such a labor reserve to call on, such need of production in fierce competition for the world market, and such a burden of taxation that the condition of labor, even in the most advanced industrial countries, will not, for some years at least, be one to arouse envy on the part of labor in other parts of the world. Patriotism will stand the strain of tremendous sacrifice of life and property in the midst of a struggle for existence. But when "the tumult and the shouting dies" it is hard to pay taxes year after year with patriotic fervor. Furthermore, the patriotic spirit is not strong among a large part of our usual immigrants. It is not likely in any case that we shall receive immigrants from western Europe. If such a movement should start, it would quite likely be stopped by government action at home.

In view of the probable eco-

nomic situation in Europe as outlined above on the assumption that the war may end after twelve months, the question of what preparation this country should make to meet it must be a matter of grave concern to business men and to the Government. Every farsighted manufacturer must figure for himself what his own industry is likely to face. If he belongs to the fortunate group whose products must be purchased by Europe in the course of their industrial reorganization, he can await the issue with complacency. If he belongs to the group which in normal times is forced to meet a more or less active competition from abroad, he must prepare for even stronger competition. It is not possible here to analyze industries in detail. In general it should be obvious that the demand for American products will be chiefly for raw materials and what are called "goods partially manufactured for further use in production." Except for certain food products, it is the manufacturers of Europe who will be our customers, for they must buy to keep their industries going at high pressure. The mass of the people will not be large purchasers of finished manufactures ready for direct consumption. On the other hand, they will be large producers of such goods for export.

The President in his message hinted at great economic changes to be expected and at future messages on this subject. It was rumored in the press that he contemplated some sweeping legislation of an "antidumping" nature to meet a possible crisis. It is known that the Department of Commerce has concerned itself sympathetically with this problem. It is, however, a far more complicated problem than is commonly realized. Attention is being called to the ingenious practice of Canada. It is highly improbable, however, that any such method can be made practicable in this country. In the first place it would of necessity be hasty and ill-considered legislation rather than a carefully-thought-out plan

based on detailed information, and hence likely to work manifold hardships. In the second place we are not accustomed to giving such large discretionary powers to the Executive in tariff rates as this implies, and we have no machinery corresponding to the handy Orders in Council by which the Canadian Cabinet can temporarily suspend the operation of tariff laws passed by Parliament. And, in the third place, our industries are vastly more diverse in number and character than those of Canada, and we should have to consider the problem of costs and domestic prices not only for many more commodities but for many more countries as well. As a matter of fact, the Canadian Antidumping Clause is largely directed against ourselves and with a few specific industries in mind. When it is found that American manufacturers are selling plows in Canada cheaper than at home, it is easy to issue an Order in Council adding the difference to the tariff. It is a very different matter to decide when dress goods are being dumped below cost. Further, they may come to us from England or France or Belgium or Germany. The conditions in each country are different. If an English manufacturer dumps in this country to meet a French competitor who is not dumping, can we raise the rate against the Englishman alone? And dress goods are but one class of thousands of commodities that our Government would be hounded to consider by the persistent manufacturer. Careful use of the antidumping principle might be made in a matured tariff system. Never in our history has it been more apparent how much we need some agency of tariff investigation.

It is useless to predict what attitude Congress may take. It may stand pat on the present low-tariff act. In that case we shall see—what we shall see. Were the Republicans in power, they would probably seize the emergency to return to the tariff of 1909, or that of 1897, in toto, and we should be back once more where

we were, with no definite results for seven years of tariff agitation. Before they are in a position to legislate, however, the whole situation may have changed. If the war should end in the next six months, it is difficult to see on what basis the Democrats could act in the way of raising the tariff, even for emergency purposes. They have definitely discarded the principle of considering the difference in costs, although (for some unexplained reason) they appropriate money to the Department of Commerce for an investigation of this very question, and Secretary Redfield has asked for \$100,000 more for this purpose.

A TARIFF OPPORTUNITY

One matter of the utmost importance will probably be disregarded altogether, whichever party is in power—namely, the use of our tariff for bargaining purposes. It is certain that the war will be followed by a series of fighting tariffs, the termination of old tariff treaties, and the making of new ones.

The one market every nation will most desire is our own. Some people wish to put a wall round it altogether. Some wish to give it away gratis. Almost nobody (that is, of those in a position to dictate policy) wishes to follow the sane principle of *letting out portions of it for a fair price in return*. Never has there been such an opportunity to make effective use of this principle as there will be in the commercial reorganization after the war. It cannot be done by provisions for reciprocity treaties, as in the present law, but it can be done by a proper use of the maximum and minimum principle. These are matters too complicated for discussion here; far too complicated for satisfactory treatment in the haste of emergency legislation.

W. W. Everett has become associated with the Richardson Illustrating Company, New York. For three years he has been assistant advertising manager of the Musical Instrument Sales Company, of the same city.



OFFICIAL ANNOUNCEMENT

THE BROADWAY SUBWAY and HOME BOROUGH'S
CAR ADVERTISING COMPANY, INC.

GIVES NOTICE

That a new advertising rate schedule will
be effective on *March 31st, 1916*, for the Car
Card and Poster Advertising Service on the

BROOKLYN RAPID TRANSIT SYSTEM

*Contracts received prior to that date
will be written at the present rate*

THE BROADWAY SUBWAY and HOME BOROUGH'S
CAR ADVERTISING COMPANY, INC.

Telephone Cortlandt 6311

31 Nassau Street, N. Y.



H. SUMNER STERNBERG CO., Inc.

ADVERTISING & BUSINESS COUNSEL

*Newspapers—Magazines—Street Cars—Out-
door—Trade Papers—Catalogues—Books
Folders—Letters—Trade, Financial, Cor-
poration and Political Plans and Literature.*

Yale & Towne Bldg., 9 East 40th Street, New York

Printers and their Specialties

Advertisers Can Consult with Profit, this List
of Printers, When Planning their Next Job

THERE is double satisfaction in the business we get, for our price per hour is not the lowest in New York City.

Day and Night Service

C. E. RUCKSTUHL, INC.
Typographic Service
27 EAST 31ST STREET, NEW YORK

We were Selected out of 21
of Chicago's Best Printers
to Produce the

OFFICIAL PROGRAM
of the Chicago Convention, A.A.C. of W.

A. D. Weinthrop & Co.
Personal Service Printers
626 South Clark St., Chicago, Ill.

WE operate the largest
plant in the East for the
complete manufacture of high
grade catalogs and magazines.

Prompt deliveries guaranteed.

THE PERIODICAL PRESS
76-88 Lafayette St. - - New York

Booklets :: Catalogs

MANY of America's prominent
advertisers and advertising
agencies like the George Batten Co.,
J. Walter Thompson Co., Frank
Seaman, Inc., Federal Agency and
others requiring High Class Work

USE THE

CHARLES FRANCIS PRESS
Printers of PRINTERS' INK
30-32 West Thirteenth St., New York

Walters & Mahon
Incorporated

"Printing that Pulls"

64 Church St.
New York City

PHONE CORTLANDT 1087-1088

**READ PRINTING
COMPANY**

HIRAM SHERWOOD, President

Inartistic typography is
the weakness of most
printers—not so with us

106 SEVENTH AVE., N. Y.
Telephone 6396 and 6397 Chelsea

YOUR printed mat-
ter represents your
goods. Is it thorough-
ly worthy to do so?

THE KALKHOFF CO.
216 West 18th Street, New York

**"CROWELL
QUALITY"**

Let us show you what this
means when you have a job of
binding. We do every kind
of cloth, leather and paper work
in quantities. Established 1834

THOMAS Y. CROWELL CO.
426-428 West Broadway, New York

Engraving—Designing—Electrotyping

A Handy Buyer's Guide for Advertisers,
Advertising Agents and Publishers

QUANTITY with QUALITY

The Flatiron Building is 300 ft. high. If one week's output of our ZINC cuts were sawed into strips one inch square and piled one on top of the other it would make a vertical column $1\frac{1}{2}$ times the height of the Flatiron Building.

And,—it would be a column composed of the best printing plates you ever saw.

Metropolitan Art Craft Co.

2 Duane St. New York
Telephones Beekman 2980-1-2

DAY AND NIGHT SERVICE

THE STERLING ENGRAVING CO.

Designing Retouching
Halftones Ben Day
Color Process Wax

New York City, N. Y.

200 William St. Tenth Av. cor. 36th St.
Tel. 2900 Beekman Tel. 2900 Greeley

ONE of the interesting facts about this concern is that its national reputation as a maker of beautiful color plates has increased its output of half-tones and line cuts for every medium.



THE BECK ENGRAVING CO.
PHILADELPHIA NEW YORK

Advertising Agencies will do well to consider our service when in need of

Process Color Plates

Being the leading house in Color Printing, we are eminently qualified in judging printing plates for Color Work.

ZEESE - WILKINSON CO.

424-438 W. 33rd St., New York

The
Colorplate Engraving Co.
J.E. Rhodes, Pres. 311 West 43rd St. N.Y.



Quality Color Plates

THE GILL ENGRAVING COMPANY

Our reproductions for printing in colors are of the same excellent quality as our "black and white" engravings. These have been the standard of quality for 27 years.

SERVICE EQUAL TO QUALITY

140 Fifth Avenue, at 19th St.
Phone 4440 Chelsea

ELECTRO SERVICE IN CANADA

"Dear Mr. Hirt— MONTREAL, Nov. 10-15

I want to thank you for the consistently good service you are giving this office—both in the quality of the plates you are making and in the details of shipment and checking. The Tooke job just completed is especially good.

Very truly yours,

J. J. GIBBONS, LIMITED,
by Paul Fitzpatrick."

RAPID ELECTROTYPE CO.
OF CANADA

345-347 Craig W. Montreal, P. Q.

SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2117-2118-2229

Best Equipped Plant in New York

Guarantees you finest plates at reasonable rates

FINE PLATES

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

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Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

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JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 16, 1916

Importance of the Small Distributor Is it not time for manufacturers to pay less attention to large distributors and more carefully look after the wants of the "fellows on the edges"? Has not centralization reached its limit, and is not the present tendency toward decentralization among wholesalers and retailers alike? Consider a few figures: Expenses of department stores now average twenty-six per cent; but in cities of 500,000, such stores are burdened by expenses of around twenty-eight per cent; while in Chicago the figures run from thirty per cent to thirty-one per cent in the "Loop"; and the same holds good of New York in the downtown district. This condition in the big centers is offset by averages of twenty-two per cent to twenty-five per cent in outlying districts and smaller towns. So there is room for a splendid net profit to the smaller stores in the more restricted districts in the margin between their expense ac-

counts and those of the big fellows.

Again, twenty years ago there were very few grocery jobbers in small towns. New York, Chicago, Philadelphia, and other big cities had things their own way, and every factor, including large volume and frequent general turnover, contributed to a low average of expense. Those houses then did business under a burden of about five per cent. To-day, New York grocery jobbing houses carry expense accounts of not less than ten per cent—some claim even twelve per cent—while Chicago is probably not far behind, though she has the great advantage of an underground freight tunnel of labyrinthine ramifications. Chicago probably runs between seven-and-a-half per cent and nine per cent. So the local grocery jobber operating in towns of from 250,000 down to distributing centers with only 1,000 souls, carries an expense-average of only six per cent, and thus occupies an impregnable position under the umbrella of the big-city distributor.

Analysis of the expense account has resulted in some very remarkable conditions. For example, there is the State of Colorado with total population of less than 1,000,000, and with over one-third of her people in the three cities of Denver, Pueblo, and Colorado Springs. Mountain freights are so heavy that it is economical for most grocery jobbers to maintain branch houses, or affiliated connections, at several points. In these circumstances, what chance has the Chicago or New York house, aside from special lines, imported items, and a few private brands? There can be no tonnage, properly so called, for the big fellows.

Hence, dry-goods jobbers in St. Joseph, Missouri, and Kansas City flourish under conditions which caused the suspension of one of the oldest houses in New York only a few years ago. One Kansas City grocery jobber has affiliated connections in Pueblo, Colorado, Dodge City, Kansas, and Albuquerque, N. M., if not elsewhere.

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Meantime, retail stores of very large proportions are developing in the outlying districts of big cities. There is Koch & Co., in 125th Street, New York; Wiebolt, Milwaukee Avenue, Chicago, and very recently the Robinson Dry Goods Company, one of the strongest and highest grade department stores of Los Angeles, has broken away from the high-rent district and occupies a superb new building at 7th and Grand avenues. Charles Weisbecker, one of the largest food distributors in Manhattan, has stores on 125th Street and on Broadway, near 110th Street. It is probably true that few stores in New York, taken individually, do a larger business than the two Weisbecker stores considered as units.

In the little town of Madison, Wis., is one dry-goods store that would loom up quite respectably beside Gimbels in Milwaukee; and what is probably the most successful grocery store in the country, considering population and sales, is in Elgin, Ill. With a population of around 28,000, the sales are close to \$400,000 a year—all retail business.

Similar conditions prevail throughout the entire country. Supplies are getting closer to the retailer and consumer. And these changes have occurred within the life-span of men still in the harness. Some of us well remember when a gross margin of twelve-and-a-half per cent on groceries was sufficient for expenses and profit, whereas the expense account alone of the most efficient grocer of 1916 is around thirteen per cent, while the average is sixteen-and-a-half per cent.

So it should certainly seem as if the most productive field for the manufacturer of to-day and the future, the field the intensive cultivation of which promises richest and most permanently valuable returns, is the distributor, wholesale and retail, "on the edges."

Publicity for Protection

How many advertising men who have been seeing the new "Fatima" adver-

tising about "sensible cigarettes" and "find yours" and "it may or may not be a Fatima" will recall that one of these ads appeared as a double spread in *PRINTERS' INK* at the time of the Associated Advertising Clubs' convention in Chicago, nearly a year ago? If so, do they know the reason why the ad was run so far in advance, or else the present newspaper copy so belatedly?

One of the agency men handling the account gives the explanation: "We were working on this campaign more than a year ago," he said. "We had evolved, the tobacco company and ourselves, a brand-new line of talk, far ahead of the times, as we believed, in its frank and sensible attitude towards competition. We called it 'fair-play' copy and we were convinced its freedom from brag and other extravagance and its novel treatment of the now all but universal cigarette in a serious manner would make friends for Fatima. And that being so, we were extremely anxious that no other agency should pick up the idea before we were ready to use it, or should pirate it after we did."

It was a secret, in other words; one of those momentous secrets which many manufacturers guard with such jealous care. But the agency's idea of safety was predicated upon different premises from that held by the old school of business men.

"We did not expect other agencies would steal our copy or proofs, or that there would be any leak. But these things, these ideas, are in the air. We all think together. The same things stimulate us. Just now it is the war. Next summer it will be sports. Experience keeps crystallizing and always at a little higher level. So it was reasonably sure that what we had hit upon and found progressive some other agency would stumble upon sooner or later and recognize for a winner.

"We couldn't protect it by burying it or copyrighting it, but we could do so by publishing it. We argued that if we ran a new 'Fatima' ad in *PRINTERS' INK* at the time of the club convention, every

decent advertising agent would see it, recognize its originality and respect it.

"And it has turned out just so. The publicity has been a protection. Now that the ads are running in the daily papers and making their contribution to public as well as advertising thought, we must expect to see the idea pass gradually into general currency. But by that time it will have performed its mission with us. It is not being pirated now because in the minds of all decent craftsmen we have established a priority of right to it."

This testimonial to the germicidal value of publicity might easily be matched out of almost any other trade. Is it not generally true that manufacturers who make striking and new departures in method do not suffer from having them copied by the real contenders, except, of course, where they are so revolutionary as to force general adoption? Anything short of that usually provokes originality in others, if there is publicity enough to make the trade a judge between them. Competition of this sort, with full publicity, so far from injuring any, really results, as Mr. Page, of the Talcum Puff Company, pointed out in his recent interview with **PRINTERS' INK**, in lifting the whole industry, competitors and all, and widening the markets to unanticipated extents.

Merchandise- ing Plan Has Recoil

The manufacturer of a new line of toilet goods recently told his advertising agent that he had hit upon a regular sales-winning plan. On account of the difficulty he had experienced in getting the druggists to stock any more goods of that character, even with an advertising campaign in prospect, he had decided to sample them with goods to sell.

"And in order not to cheapen the goods in the druggists' estimation by giving them to him outright," said the manufacturer, "I am going to make him a proposition to take the same quantity of any slow-moving competitive

stock he may have off his hands at an even exchange. That is expensive, but not so expensive as not getting the goods in."

The advertising agent remarked that he had heard of something like that before, and he did not think it had worked. Afterwards he asked the writer about it, and the latter was able to show him that he was wrong in one respect at least. There never had been any trouble about the plan not working. The trouble was that it had worked too well wherever tried, on any scale. And it was the manufacturers who had suffered. Even assuming that this form of campaigning would not be ruled out nowadays as "unfair competition," anybody who realizes how the collar business is only just recovering from a long debauch of "cleaning out" rival lines, how paint manufacturers were driven years ago to solemnly resolve against it and how many shoe manufacturers found their only escape from it in starting their own retail chains, will not be in any haste to open the door of his own market to it.

San Francisco Club Election

Charles S. Young, business manager of the *San Francisco Examiner*, has been elected president of the reorganized San Francisco Advertising Club. Frederick S. Nelson was chosen first vice-president, William Woodhead second vice-president, George W. Kleiser secretary and Louis Honig treasurer.

Wm. Thompson Manager "Better Farming"

William Thompson has acquired an interest in *Better Farming*, Chicago, and will be vice-president and general manager. He was one of the founders and for years vice-president and general manager of the Kalamazoo Stove Company.

St Austell With Nelson Chesman, St. Louis

Francis St Austell, formerly of the copy department of the Woodward & Tiernan Agency, St. Louis, is now in the copy department of the Nelson Chesman Agency, St. Louis.

The advertising account of A. J. Cammeyer, New York, shoe manufacturer, has been secured by the Morgan Advertising Agency, Boston.

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PRINTERS' INK Subscriptions of Record Among Some Prominent Advertising Agencies

In compiling a recent edition of a booklet naming a thousand concerns typical of PRINTERS' INK's subscription list, a letter of inquiry was sent to the principal advertising agencies in the country to find out the number of copies of PRINTERS' INK subscribed for in each agency.

This tabulation is the result.

Adams & Renfrew Adv. Agcy.	1	Churchill-Hall	1
Advertising Service Co., Ltd.	2	Clark-Whitcraft Co., Inc.	1
Amsterdam Adv. Agency	2	Clough, John L.	1
Arkenberg-Machen Co.	1	Colton, Wendell P., Co.	3
Armstrong, Collin, Inc.	3	Constantine Adv. Co.	2
Armstrong, F. Wallis, Co.	2	Cooper Adv. Co.	1
Ayer, N. W., & Son	16	Corning Advertising Agency	2
Ayres, H. E., & Co.	1	Cowen Company	2
Baer, Jos. E., Inc.	1	Cramer-Krasselt Co.	5
Baker Adv. Agency, Ltd.	1	Crosby-Chicago	1
Barber, J. W., Adv. Agency	2	Cross, J. H., Co.	3
Basham, Thomas E., Co., Inc.	3	Curtis-Newhall Co.	1
Bates Adv. Co., Inc.	7	Dake Adv. Agency	1
Batten, George, Co.	15	Danielson & Son	1
Benson, Campbell & Slaten	1	D'Arcy Adv. Co.	4
Berrien-Durstine, Inc.	7	Darlow Adv. Co.	1
Birch-Field & Co., Inc.	1	Dauchy Co.	2
Blackman-Ross Co.	4	Davis, J. W., Adv. Agency	1
Blaine-Thompson Co.	4	Debevoise, Foster Company	1
Blum, Charles, Adv. Corp.	5	Desbarats Adv. Agcy., Ltd.	2
Blum's Adv. Agency	1	Dollenmayer Adv. Agcy., Inc.	1
Bond, A. T.	1	Donovan & Armstrong	2
Brackett-Parker Co., Inc.	2	Dooley-Brennan Co.	1
Bromfield & Field	2	Doremus & Morse	4
Calkins & Holden	15	Dorland Adv. Agency	3
Campbell-Ewald Company	7	Dunlap-Ward Adv. Co.	5
Canadian Adv. Agency, Ltd.	1	Dyer, George L., Co.	2
Capehart's Maiknown		Earnshaw-Lent Co., Inc.	1
Methods, Inc.	2	Eberhard, Geo. F., Co.	5
Carney & Kerr, Inc.	1	Edwards, George W., & Co.	1
Chambers Agency, Inc.	2	Elliott, A. R., Inc.	2
Chappelow Adv. Co.	4	Elliott Adv. Service, Inc.	2
Charles Adv. Service	1	Ellner, Jos., Co.	2
Cheltenham Adv. Agency	5	Erickson, E. N., Adv. Agcy.	1
Chesman, Nelson & Co.	5	Erickson Co.	10

Erwin & Wasey	3	Hoyt's Service, Inc.*	17
Ewing & Miles, Inc.	1	Hull, W. H. H., & Co., Inc.	1
Federal Adv. Agency	5	Humphrey, H. B., Co.	2
Fenton & Gardiner, Inc.	2	Husband & Thomas	3
Ferry-Hanley-Schott Adv. Co.	2	Illiotts' Adv. Agency	2
Fisher-Steinbruegge Adv. Co.	1	Ireland Adv. Agency	1
Fletcher Co.	2	Ironmonger, C., Adv. Agcy.	1
Foley, R. A., Adv. Agency*	3	Izzard Co.	2
Fowler, Simpson Co.	3	Johnson Adv. Corporation	3
Frank, Albert, & Co.	4	Johnson-Dallas Co.	1
Frowert, Percival K., Co., Inc.	1	Johnston-Ayres Co.	1
Fuller, Chas. H., Co.	4	Jones, Wylie B., Adv. Agcy.	3
Fuller & Smith	10	Jones-Morton	1
Gagnier Adv. Service	2	Kastor, H. W., & Sons	2
Gardner Adv. Co., Inc.	1	Kay, J. Roland, Co.	1
General Adv. & Sales Corp.	2	Kelley, Martin V., Co.	2
Gibbons, J. J., Ltd.	6	Kiernan, Frank, & Co.	1
Globe Adv. Agency, Inc.	1	Kilmer, W. S., Agency	1
Gould, M. P., Co.	5	Klau, Van Pietersom-	
Goulston, E. J., Adv. Agency	1	Dunlop, Inc.	2
Gray, F. A., Adv. Agency	1	Koch, Otto J., Adv. Agcy.	3
Green, Carl M., Co.	7	Lesan, H. E., Adv. Agcy.	10
Greenleaf Co.	2	Levin, Charles D., Inc.	1
Green-Lucas Co.	1	Leven Adv. Co.	1
Greve, S., Agency	1	Lord & Thomas	3
Guenther, Bradford & Co.	3	Lyddon & Hanford Co.	5
Gundlach Adv. Co.	11	McCann, H. K., Co.	5
Hall Adv. Co.	2	McConnell & Fergusson	3
Hamilton, J. R., Adv. Agcy.	1	McFarland Publicity Service	2
Hanff-Metzger Co.	2	McGuckin, Eugene, Co.	2
Hannah, Henry King	1	McJunkin, W. D., Adv. Co.	2
Harding Adv. Service	1	McKim, A., Ltd.	3
Haven, Edwin H.	1	McMullen, Robt. M., Co.	2
Hays Advertising Agency	1	Maclay & Mullally Bros.	2
Heegstra, H. Walton,		MacManus Co.	1
Advertising Agency	3	MacMartin Adv. Agency	2
Hicks Adv. Agency	1	Mahin Adv. Co.	25
Higham, Chas. F., Ltd.		Mallory, Mitchell & Faust	4
(London)	1	Mannensha Adv. Agcy.	
Hill, The Albert P., Co., Inc.	3	(Japan)	1
Hill, W. S., Co.	3	Manufacturers Publicity	
Holbrook & Shaefer, Inc.	1	Corp.	1
Holmes, Francis, Adv. Agcy.	1	Marsh, Edw. H., Agency	1
Honig-Cooper Adv. Co.	3	Massengale Adv. Co.	2
Hoops Advertising Agency	2	Matos Advertising Co., Inc.*	3
Houghton, W. L., Adv. Agcy.	1		

*Includes regular news-stand purchases.

17	Mitchell Adv. Agency	1	Singleton-Tripp Co.	1
1	Moffett-Lynch Adv. Co.	1	Smith's Advertising Agency,	
2	Moon, Byron G., Co.	2	Ltd. (London)	1
3	Morgan, J. W., Adv. Agcy.	1	Snitzler Adv. Co.	2
2	Morris, Herbert M., Adv.		Snow, Walter B.	1
1	Agency	1	Sommer, Fred N.	1
1	Morse Advertising Agency	1	Stack Adv. Agency	1
2	Morse International Agency	1	Standish Advertising Agcy.	2
3	Moses Adv. Service	1	Staples & Staples	1
1	Moss-Chase Co., Inc.	2	Sternberg, H. Sumner	2
1	Mumm-Romer Co.	1	Stewart-Davis Adv. Agcy.	1
3	Nichols-Finn Adv. Co.	10	Stiles, William A., Adv.	
1	Norris-Patterson, Ltd.	2	Agency	1
2	O'Keefe, P. F., Adv. Agcy.	1	Stockman, A. M., Adv. Agcy.	1
1	Oppenheimer Adv. Agcy.	1	Strang & Prosser	1
2	O'Shaughnessy Adv. Agency	1	Street & Finney*	5
1	Parks & Weiss	2	Sweyd, A. M., Company	2
1	Picard & Co., Inc.	2	Taylor-Critchfield-Clague	
	Porter, Harry, Company	3	Co.	13
2	Potts-Turnbull Adv. Co.	2	Thomas Adv. Service	3
3	Power, Alexander & Jenkins		Thompson, J. Walter, Co.*	22
10	Co.	1	Thompson-Carroll Co.	1
1	Powers, John O., Co.	1	Tracy-Parry Company	1
1	Presbrey, Frank, Co.	6	Trades Advertising Agency	1
3	Procter & Collier Co.	6	Tuthill Adv. Agency	3
5	Reardon Adv. Co.	1	Tuttle Adv. Agency	1
5	Remington, E. P., Agency	1	Urmy, Louis V.	1
3	Richards, Jos. A., & Staff, Inc.	5	Van Cleve Co.	1
ce 2	Roberts & MacAvinche	1	Van Haagen Adv. Agency	1
2	Rose, Irwin Jordan	2	Volkman, M., Adv. Agcy.	1
2	Rowlatt, F. Albany	2	Vreeland, E. E., Inc.	1
3	Ruthrauff & Ryan*	4	Wade Adv. Agency	1
2	St. Paul Adv. Co.	1	Wales Advertising Co.	1
2	Saward, Baker & Co.		Walton Adv. & Ptg. Co.	3
1	(London)	1	Weeden, Walter L.	1
2	Scheck Advertising Agency	3	Weil, Joseph, Company	1
25	Seaman, Frank, Inc.*	12	Wetherald, James T.	1
4	Seeds, Russell M., Co.*	3	White's Adv. Agency (Cape	
1	Shaughnessy, M. J., & Co.	1	Colony)	1
	Sherman & Bryan	7	Williams & Cunnyngnam	4
1	Shumway, Franklin P., Co.	4	Wood, Putnam & Wood	3
1	Sidener-Van Riper Adv. Co.	4	Woodward & Tiernan	7
2	Siegfried Company, Inc.	3	Young, Henri & Hurst	2
* 3	Simpson, Showalter &		Zobian, James	1
	Barker, Inc.	1		

*Includes regular news-stand purchases.

PRINTERS' INK'S CHICAGO OFFICE

Has Been Moved to
Larger Quarters in the

LYTTON BUILDING

14 East Jackson Boulevard
Corner of State Street

Advertisers, subscribers and
others communicating with
this office are requested to
make note of this change of
address and the new telephone
number — Harrison 1939

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War's Aftermath Second-Hand Cars

"What will be done with the motors, autos and trucks now in use by the armies of Europe when the war ends?"

This question was asked in a group of automobile men last week.

"I venture that an effort will be made to market some of them in this country," said one of those present. "I expect to see some of our own war-worn trucks back here at cut rates."

After a little discussion of the subject it was dropped as belonging to the class of borrowing trouble, but that this very problem already looms up to British manufacturers is shown by the following from the *London Times*:

"After peace is declared, large numbers of second-hand machines—equivalent, it has been estimated, to four years' output—will be released from war service and thrown upon the market. These will be purchasable at low prices, and in consequence there will be the less demand for new ones and the less work for the factories, unless it be in the way of repairs. The excellence of the workmanship put in by the British maker will here actually tell against him, as tending to prolong the useful life of the vehicle. Many of them will have been subjected only to moderate wear on the roads of this country and will be in good serviceable condition, but with others the case will be different.

"Some unwary purchasers are sure to find themselves saddled with worn-out machines—and when their bargains break down after a short period of use the perversity of human nature, not their own want of circumspection, but the poor maker, whose reputation will accordingly suffer on account of faults for which he is not responsible. In Germany it is understood that this flooding of the market with second-hand machines has been foreseen and provided against, an arrangement having been made that their release shall be spread over four years."—*Wilkes-Barre (Pa.) Record*.

Locomobile Changes Name of Truck

The Locomobile trucks will be known as Riker trucks, named after Andrew L. Riker, now vice-president of the Locomobile Company and in charge of engineering for many years. The name Locomobile is largely associated with passenger automobiles, and the new name will be applied to the trucks in order that they may have a distinctive name as well as the pleasure cars.

Accession to Denver Agency

Meredith R. Pratt, formerly with the American Beet Sugar Company, is now with the Conrad Advertising Agency, Denver, Colo. This agency has lately acquired the accounts of the Toliver Puncture Proof Tube Company, The Western Supplies Company and the Beacon Sales Company, all of Denver.

Comprehensive Review of Public Utilities

The Third Annual Public Utilities Review of the New York Evening Post, to be issued Friday, March 31, will be a comprehensive and authoritative Review of the Development of Public Utilities throughout the United States and other countries during the past year, with an outlook upon the future.

The regular financial rate of 40c. per line will prevail for advertising in this edition.

The New York Evening Post

More Than a Newspaper
—a National Institution

20 Vesey Street, New York City

Will Pay 50% Premium

above publishers' original price, for complete file of
PRINTERS' INK,
bound or unbound, from

January 1910 to
December 1913,
inclusive.

Address "A.C.," Box 423,
Care of Printers' Ink,
naming price. Please
state if copies have been
severely used or clipped.

The Little Schoolmaster's Classroom

IT is the pleasant position of the Schoolmaster to have many friends whom he has never seen—friends who write him letters throwing intimate lights upon some phase of the day's work. One such man is a sales manager for a well-known national advertiser in Chicago. He is a sales manager who knows the full possibilities of advertising if evoked by his salesmen, and ever and anon he calls a man into his office and gives him a selling talk in which advertising is featured.

* * *

The special "talk" which he thinks has done the most for his men is a recounting of the method he himself uses when calling on some retailer. In his letter, he says he proceeds as follows:

"Mr. Merchant, I know that you cannot afford to advertise any of your goods in the national magazines that now circulate in your city, just for the local trade that you have; but I can tell you how to get the full benefit of all the advertising that is now going on, and get it without a cent of expense, if you will follow my suggestion.

"Take any magazine and check up in it all the different things that are advertised, that you now have in stock; then whenever a customer calls for anything, before asking her 'anything else' just tell her that you have So and So in stock in case she ever wants any of it, and that it is advertised regularly."

* * *

"I usually finished by telling the merchant that we could not make our goods talk, therefore he derived a profit for doing it for us; that were we able to make them talk, we would keep all the profit ourselves; and right along this line comes in one of the funniest things that happened to me while I was on the road.

"An old gentleman 'keeping a store' in a small town in Texas had bought a dozen of our goods from his jobber, and the jobbers'

salesman reported to me that this storekeeper had sold all the goods, but would not buy any more.

"I called on him, and when he found out what I had to sell, his face fell, and with a sad look he told me that I had good goods, but he would not want any more of them.

"I asked him why not, and he told me that he had had to talk like thunder to sell what he had bought.

"I asked him if he had learned anything from his experience, and when he said 'No' I told him that if he would do that same kind of talking about everything he had in the store, he would double his business; and that if he had derived a profit of \$1.20 by talking in that manner about only one dozen of our goods, why not take three dozen, and talk three times as much like he had, and make three times as much money.

* * *

"It was all so new to him, that he agreed with me, and has become one of my firm friends. Although I do not see him very often, I hear through the jobbers' salesman that this storekeeper always remembers me, and also has appreciated the new point of view I gave him.

"This man was unconsciously doing some advertising for himself and did not know it, until I pointed it out to him, and if salesmen would take advantage of their firm's advertising, and apply it more generally in their sales talks to the merchants, some of them would be very much surprised at the results.

"Sales managers are looked on by the rank and file as ogres asking impossibilities of the hard-working salesman; when in reality every salesman on the road is a 'sales manager' with only one man to manage, and in many instances making a very poor job of it, for few of them learn to manage themselves, and they seldom realize that if they learn to do this.

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The "Boss" Says—

to me t'other day, "Brewer, our circulation is growing at a rate which indicates a *double up* by May first. What're you goin' to do about it?" Some question, what! Would you like to know my answer? Well, Sir! if you're curious enough to write me about it, I'm hanged if I won't tell you straight and—it was some answer; at least, that's what the "Boss" said.

J. Dwight Brewer
Advertising Manager

GOOD HEALTH

1803 W. Main St.
Battle Creek,
Mich.

Population 62,288 Trading Center for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

Brockton Daily Enterprise

Daily Edition exceeds 14,500. 12 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper Sells for 2 cents

Carries a page of want advertisements. Best paper. Leading general advertisers use it.



It's Here

The Big Newspaper Classified Season with its enormous volume of business.

A welcome season—if you're an Agency customer of ours, "clearing" the orders through us at a profit.

But, not so welcome if you're handling the deluge of details yourself.

Save time, work, worry and bother by "clearing" (at a profit) Newspaper Classified through us.

Eastern Agencies should use our New York Office—
—all others, the Toledo Office.

Agencies should send for Bulletin No. 135, Rate Card and Commission Proposition.

Advertisers should get our latest lists.

ARKENBERG SPECIAL AGENCY

702 World Building
NEW YORK, N. Y.
Phone
Beckman 2252

Publishers' Representatives
NEW YORK AND TOLEDO

408 Madison Av.
Toledo, Ohio
Phone
Home Main 5893

Advertising Agencies and Piano Manufacturers

Specialist in piano publicity. Work appearing in papers of New York and other large cities. And all trade papers. Catalogues, letter campaigns, mail-order and general agency work. Can get business, too. Always employed. Want change. "A. W.," Box 427, care Printers' Ink.

Part Time Service Offer

New York advertising agency offers to new or small advertisers, expert, personal advertising service and merchandising counsel on part time, service charge basis, in cases where attention required is more extensive than is compensated for by regular agency commissions. "P. T.," Box 425, care Printers' Ink.

Mr. Publisher!

How is your circulation? Does it satisfy advertisers? How much of an influence will it be in the coming campaign?

I am a thoroughly competent circulation manager of wide, successful experience in large and medium-size cities. Am seeking engagement as circulation manager, business manager, or as a combination of both. First-class references. Write **RAY WILLIAMS**, 32 Alexander Street, Newark, N. J.



Pat. Applied For

CLIMAX SQUARE TOP PAPER CLIPS

The Best and Most Economical Paper Fastener on the Market. Sold Direct from Factory to User.

Packed 1,000 to the Box.

1,000 Postpaid on receipt of 25 cents
6,000 Postpaid on receipt of One Dollar

Packed 10,000 to the Box.	F. O. R. Buffalo.
10,000.....11c	per 1,000
50,000.....8c	per 1,000
100,000.....6 1/2c	per 1,000
500,000.....6c	per 1,000

Buffalo Automatic Mfg. Company
457 Washington Street Buffalo, N. Y.



Facts to Consider

Largest circulation in the legal field. Goes to rated men only. 100% office circulation. Each reader a potential buyer of everything a man can use in office or home. Quality and select list as result of normal growth. Very low cost per reader-buyer.

Forms close April 10th for May issue.

The Lawyers Co-op. Pub. Company
Rochester, N. Y.

eventually they will be called on to manage others."

* * *

Dr. Lyman Abbott, in his highly interesting "Reminiscences," tells how on one occasion he had declined to write an article on ocean travel, because he did not feel well enough informed on that subject. His father, discussing the subject, said:

"You are just the one to write it; for the chief object is to give knowledge of a subject to people who are wholly ignorant of it. To do that he (the writer) must know both the subject and the condition of ignorance. If he is familiar with the condition of ignorance he can make himself acquainted with the subject, but if he is thoroughly familiar with the subject, it is almost impossible for him to acquaint himself with the condition of ignorance."

There is a good truth in this, and yet the Schoolmaster has never been able to see that it was impossible or very difficult for the man thoroughly familiar with a subject to get the outside point of view, *provided he has the true advertising instinct of putting himself in the outsider's place.* The Schoolmaster does not believe that one can know too much about the business that he is to advertise, and if they felt like making frank statements, probably few advertising men would deny that the closer they get to a business and the more time they give to the study of it, the better they are able to interpret it to the public. Good advertising calls for all the inside view and all the outside view that is obtainable. From such thorough study comes that individuality that is usually indefinable, but is nevertheless a powerful factor in advertising.

* * *

From "The Institute Wire" the house-organ of the Alexander Hamilton Institute, the Schoolmaster lifts the following account of how one of the successful salesmen analyzed his expenditure of time. It may prove suggestive to others who, as the salesman puts it, are "kidding themselves about

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the amount of work they are doing."

"He had divided his time," says the "Wire," "into two parts—productive and unproductive. And again subdivided into logical divisions:

"Productive

- (a) Constructive business-getting time.
- (b) Avocation (not mere diversion).
- (c) Reading—
 - 1. Solid
 - 2. Light
- (d) Exercise
 - Etc., etc.

"Unproductive

- (a) Meals
- (b) Bed
- (c) Chores
- (d) Diversion
- (e) Idleness
 - Etc., etc.

"As a result he had discovered several important facts:

"1. That he had been kidding himself about the amount of work, business-getting work, that he had been doing.

"2. That four hours each day were absolutely unaccounted for—wasted in pure idleness.

"3. That the daily round showed lack of steadiness."

The Schoolmaster hears on good authority that the salesman who is responsible for the system outlined has an income running well into five figures, so it is hardly appropriate to call him a mere theorist. And when you come right down to it, time is about the most valuable asset any of us has. No, the Schoolmaster is not going to turn preacher—but it's worth a thought in passing, just the same.

Publishers' Agency Starts in Nashville

The Frost & Frost Company, a publishers' agency of Nashville, Tenn., has filed articles of incorporation, the capitalization being \$15,000. M. P. Frost, J. M. Frost, Jr., and others are the incorporators.

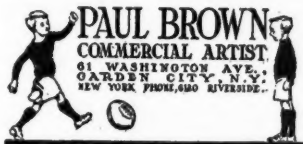
FORWARDING MAN

Of large well-known Advertising Agency

Offers you his four years' experience in both forwarding and manufacturing

Well qualified for position of ASST. to ACCOUNT MANAGER or EXECUTIVE

Address "C," Box 426, Printers' Ink



Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

If You Want to Reach the Motor Car Owner Use the

AMERICAN MOTORIST

Largest Circulation in Its Field

Main Office: Riggs Bldg., Washington, D. C.

Member of the Audit Bureau of Circulations

A New Service for Advertisers & Publishers

SELECTING and improving dress of publications LAYOUT of advertisements & pages Dummies for books & booklets Fine printing Appropriate use of type, design & color Striking effects by economical & simple means Ideas, copy, art work Practical advice Definite criticism Phone 3485 Bryant

Everett R Currier

Formerly with The Curtis Publishing Co.

Aeolian Hall New York

Send for my new house-organ, PICA

"GIBBONS Knows CANADA"

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

BILLPOSTING

10¢ a Sheet Posts R.I.
PANELLED & PILLARED BOARDS LISTED GUARANTEED SHORING
 ADDRESS LAFAYETTE BUILDING, PROVIDENCE, R. I.
Standish-Barnes Co.

BOOKLETS

Are wasted because written backwards; expensive because printed by old time methods. Ask on your letter head for samples. "Standard Booklets" written and priced right. THE DANDO CO., 40 S. 3rd St., Philadelphia, Pa.

HELP WANTED

WANTED—Advice and counsel from man thoroughly experienced in general merchandise mail-order business on catalogue and mailing list problems. Address Box 657, care Printers' Ink.

Printer, advertising or newspaper man to syndicate articles, etc., of prominent writer, world tour investigation foreign trade relations, finance yourself, profitable, permanent. Author, Box 665, P. I.

Salesman Wanted—By fully equipped printing plant. Must be competent to handle better class of Catalogues, Booklets and Folders, and to assist in service department. Replies confidential. Box 654, care Printers' Ink.

Specialty Advertising Salesman—Must have experience and references. New photoplay proposition. Commission will run \$75 to \$100 week. SCOTT ADVERTISING MACHINE CO., 634-7 Brandeis Bldg., Omaha.

Experienced commercial artist wanted by young—fast growing—agency. Exceptional opportunity for man who will start by working on a speculative basis during spare time. Knowledge of men's and women's apparel desirable—but not necessary. Address Box 660, c/o P. I.

Wanted—Salesman, who has had experience in making plans, originating ideas and laying out mailing folders and circulars for direct mail advertising. This is to be a department of a well established high grade commercial catalogue establishment. Address, The Republican Publishing Co., Hamilton, Ohio.

A LEADING EXPORT MAGAZINE has an opening for a live solicitor in the East—one who has had experience soliciting Export Advertising and is a business-getter. For such a man this is a splendid opportunity. Write, stating experience, etc. "M. D.," Box 631, care Printers' Ink.

Men to sell

Show Cases and Store Fixtures.

Those having experience in furnishing goods, clothing or store fixtures preferred. Give full particulars.

M. L. Himmel & Son,
 Baltimore, Md.

Artist: Young man, ambitious and aggressive, who has studied at art school; and has had actual experience in pen and ink work and who thoroughly understands the principles of arrangement,—preferably one who knows commercial artists in New York and is familiar with advertising agency requirements. State Age, Experience, Education and Salary. Box 662, care Printers' Ink.

POSITION WANTED

Wanted—Position as sales and advertising manager with medium size manufacturing company. Age 35, 12 years experience. Salary secondary to opportunity. Box 634, care Printers' Ink.

Class journal man, capable assistant manager, seeks connection with established publisher. Excellent circulation record. Convincing correspondent. Salary \$2,000. References exchanged. Box 628, care Printers' Ink.

A SALESMAN who has been salesman, traveling salesman and manager of sales, and knows the sales problem, wants to put himself into the activities of an aggressive house desiring active sales stimulation. Write George Batie, 205 E. 63rd St., New York.



Young Man—familiar with Printing, Engraving, Layout, Design, wishes to put best foot where it can carry most weight. College graduate; experience with large agency, now soliciting advg. for same firm. Box 659, P. I.

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PRIN
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Successful woman—aggressive, capable, versatile. Phila., Cleveland and St. Louis references. Now with agency \$40. Make it \$45 and write Box 655, care Good Old Printers' Ink.

Advertising solicitor or manager open for connection with high-class publication. Nine years' experience, trade journal, newspaper, magazine. Opportunity more important than salary. Box 661, care Printers' Ink.

Compositor—Young, sober, ambitious, desires position with publication or advertising agency. Has had varied and valuable typographical experience. Seeks opportunity for advancement. Go anywhere. Box 653, care Printers' Ink.

COPY WRITER

now writing booklets, catalogues, direct mail folders, house organs, magazine and trade paper copy covering diversified technical and general subjects desires to connect with agency or manufacturer in any locality. Sound merchandising experience with nationally known organization. Box 658, c/o P. I.

Twelve years' experience sales, manufacturing depts., enough in each to know value of harmony between the two. Some advertising. My services may be of value to you. Write for details. Box 661, care Printers' Ink.

ASSISTANT TO EXECUTIVE

Man, 30, five years' selling experience, will keep your desk clear of trouble; see callers, keep tab on details. Capable correspondent, efficient stenographer for confidential secretarial work. Box 656, care Printers' Ink.

Man (26) now employed with Advertising Agency. 5 years' sales and advertising experience. Competent to handle advertising for medium sized concern. Creative, forceful ideas. Address Box 652, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

Wanted—Technical or trade paper in a field where there is an opportunity to develop. Replies held in confidence. Send proposition, rate card and sample copy. Box 650, care Printers' Ink.

Some National Advertisers Keeping Bound Files of

PRINTERS' INK

Armstrong Cork Co.	Buffalo Specialty Co.
Burroughs Adding Machine Co.	Kewanee Boiler Co.
Franklin Automobile Co.	Firestone Tire Co.
General Electric Co.	Robt. H. Ingersoll & Bro.
Mennen Chemical Co.	Pompeian Co.
Texas Co.	American Chain Co.
Studebaker Co. and dozens of others.	

Who will next be added to the list?

\$8.00 per set (postpaid), 1914 or 1915

Four 1500-page books to the set

PRINTERS' INK PUBLISHING COMPANY

185 Madison Avenue - - - - New York

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HIGH WATER MARK!

The Paid Circulation of

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

On Sunday, March 5th, Was

652,026

BREAKING ALL PREVIOUS RECORDS

This circulation was achieved without the aid of coupons, premiums, voting contests or other artificial stimulants.

The Tribune Is Sold Solely on its Merits as a Newspaper



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